



JOE MOLA

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TOOLS I USE

Adobe InDesign CC
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Acrobat Pro
QuarkXPress
Microsoft Word
Microsoft PowerPoint
Apple Keynote
Apple iMovie

ADDITIONAL DESIGN CONTRIBUTION

Buddy Dog Humane Society
Framingham History Center
Leadership MetroWest
MetroWest Visitors Bureau
NewVue Communities

WHERE I STUDIED

Art Institute of Ft. Lauderdale

WHERE I'VE WORKED

Graphic Designer, Computerworld / IDG | Framingham, MA | 1994 – 2009

Sr. Graphic Design Specialist, IDG | Framingham, MA | 2009 – 2017

- Design and production support for sales and marketing efforts servicing multiple brands within the IDG organization, including materials such as: product sales sheets, sales presentations, media kits, direct mail, promotional campaigns, email newsletters, digital guides, event sponsorship brochures and event signage
- Maintaining standards for brand identity for publications and events produced by IDG, including creation of logos and imagery for new initiatives, events and products
- Design and maintenance of web sites created to promote customer events and audience award programs
- Transforming key aspects from industry research data into presentations, impactful infographics, comprehensive white papers, social media imagery, and video clips

Graphic Designer, Dentsply Sirona | Waltham, MA | Jan. 2018 – Sep. 2019

- Design support for the marketing team of Dentsply Sirona Implants, working on various product promo materials and related documents including: product brochures, price lists, order forms, sales sheets, display ads, banner ads and presentations
- Design and production of event and tradeshow materials including: on-site programs, agendas, invitations, signage, booth display graphics and special event promotions
- Design and production of custom materials for the sales team and their customers, such as: postcards, fliers, invitations and order forms
- Miscellaneous design and production of signage and graphics within the Dentsply Sirona offices and public areas

Assoc. Graphic Designer, Crosstex Intl. | Remote | Sep. 2019 – Aug. 2020

WHAT I'VE WORKED ON

- Direct Mail
- Event Sponsorship Brochures
- Event Signage & Onsite Materials
- House Ads
- HTML Emails
- Infographics
- Logo Design
- Photo Editing
- Photography
- Product Sales Sheets
- Promotional Campaigns
- Publication Media Kits
- Research Presentations
- Research White Papers
- Sales Presentations
- Video Design & Editing
- Web/Social Media Graphics
- Website Design & Maintenance