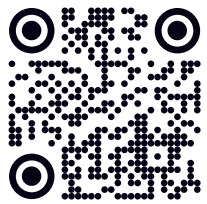


FOR PORTFOLIO:



Scan code or visit: joelaplanete.com



(401) 338-9555



joelaplanete@hotmail.com



linkedin.com/in/joseph-laplanete-8783a84b



39 Thurber Street, North Providence, RI 02904

## TRAITS:

- Self-motivated, creative problem solver
- Often found 'thinking outside the box'
- Great brainstormer with cross-functional teams
- Strong work ethic - ability to multitask
- Deliver artwork on time and on budget
- Fast-learner and good leader
- Highly reliable, friendly team member
- Keen eye for detail

## EDUCATION:

**The Art Institute Of Pittsburgh**  
2013  
**Digital Design Diploma**  
Learned technical skills of Graphic Design and visual communication.

**Rhode Island College**  
2003  
**Bachelor of Psychology**  
Allows me to understand the thoughts and emotions of the end consumer.

## SKILLS:

- Branding Artwork
- Packaging Artwork
- Social Media Posts
- Trade Show Booth Designs
- Ecomm & Website Assets
- PowerPoint Presentations
- Retail Merchandising
- Photoshoots
- Art Directing
- Pre-Press & File Prep
- Brand Guides
- Typography
- Ideation & Concepting
- Communication
- Creative Problem Solving

## EXPERIENCE:

**Senior Graphic Designer – HASBRO TOYS** 2016 - PRESENT  
I currently create digital and print designs for packaging, branding and display events for the Fashion & Preschool teams. I have experience working on franchise, challenger and partner brands. I have worked on a variety of teams and am viewed as a premier, professional; expert in my field and a valued and trusted team member.

**Senior Graphic Designer – WHOLE FOODS MARKET** 2012 - 2016  
I created artwork for a variety of digital and print solutions at both the store, regional and global level. I designed in-store signage, brochures, marketing material, display art, social media posts, website ecomm images, delivery van vinyl graphics, posters, banners, etc. I showcased my skills of illustration and graphic design in a wide array of projects. I am skilled and experienced in traditional art media, as well as digital tools.

## EXPERTISE:



95%

85%

75%

65%

\* REFERENCES AVAILABLE ON REQUEST \*

# JOE LAPLANTE

ART & DESIGN