

Contact

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Top Skills

Key Art Manipulation
Team Lead
Art Direction

Languages

French

Certifications

Apple Gold Certified

Honors-Awards

InsideOutside.nl : Best New
Architecture Website
Crohns & Me : Pharmaceutical Web
Honoree
Dollar Shave Club : Best Black
Friday/ Cyber Weekend Email
Campaign

Josh Elkin

Available for real or digital illustration, art direction, creative direction.
Santa Monica, California, United States

Summary

Most recently, I completed a long term global assignment for Apple while working at BeGrizzlee. Concurrently, I founded a start-up and earned a Master of Science from USC Iovine & Young in Integrated Business, Design & Technology.

Oscillating between technical and expressive outlets brings fresh energy and inspiration. Painting and mixing records are my powerful allies and provide a balance for the technical and strategic, marketing constraints which I love to navigate.

Experience

Be Grizzlee

Product Launch Creative Director, Performance Marketing Designer,
Apple

September 2019 - October 2023 (4 years 2 months)

Playa Del Rey, California

Created ads for Apple exclusively. Originally engaged as the cornerstone Designer, I was elevated to Creative Director to lead the team through global launch. Then I collaborated in scaling the team while mentoring designers and account managers alike. Over the long term, I settled into the designer role and helped the team create timely digital assets for global media campaigns across various hardware platforms, search, on social and digital banner advertising.

Featuring original illustration for the documentary "Here's to the Crazy Ones"

Winc Wines

Creative Director

2018 - 2019 (1 year)

Los Angeles, CA, United States

Conceived of strategic, creative advertising campaigns for use in email marketing, print and social. Creative team building, teaching by example, inspiring the team with fresh copy ideas, art, references and research.

Featuring the launch of Lost Poet Wine. I created the brand identity and visual language like wallpaper patterns, wine labels, bespoke print collateral and Key Art and book cover design for both Lost Poet Wine and Atticus, New York Times best seller.

TrueCar, Inc.

Associate Creative Director

January 2018 - April 2018 (4 months)

Los Angeles, CA, United States

Re-imaging the in-store car display, I conceived of interactive, immersive experiences at the cutting edge of technology.

Syneos Health (Previously INC Research/inVentiv Health)

Sr Art Director

September 2017 - April 2018 (8 months)

Santa Monica

Originally engaged to support the creation of Abbott print and digital product collateral, I have been called back numerous times to solve legal and layout challenges, timely copy changes, vector graphs and tables.

Dollar Shave Club

Art Director

2018 - 2018 (less than a year)

Marina Del Rey, California

Conspiring with superior writers and creative directors, we conceived of, photographed, animated and delivered rich email campaigns for Black Friday & Cyber Weekend. I also conceived of and created gift cards and original Key Art for bespoke holiday gifts for influencers.

Awarded 'Best Cyber Weekend Campaign' by Clickz.com

Heartbeat

Sr Art Director

September 2016 - December 2016 (4 months)

Santa Monica

Working closely with the agency team developing interactive concepts and solutions for digital advertising, ACR trade show booth design and concepts and story boards for 14 foot video wall, print and packaging design for Genentech's Actemra.

National Geographic

B2B App Creative Lead

April 2015 - September 2016 (1 year 6 months)

Los Angeles, California, United States

Created and designed experience and user interface for NatGeo's Producer Portal for world wide use. Also created enterprise software concept, UI/UX design, prototype for Broadcast Scheduling Board.

GreenLight Media & Marketing

Sr Art Director

2015 - 2015 (less than a year)

Greater Los Angeles Area

Written and visual advertising and design concepts and executions for Intel, Under Armour and UE (Ultimate Ears).

Lionsgate

Art Director

2015 - 2015 (less than a year)

Santa Monica

Advertising concepts, art direction, redesigning 80's key art for iTunes.

ARSONAL DESIGN

Art Director

2014 - 2014 (less than a year)

Culver City, CA

Written and visual concepts, interactive executions for digital advertising campaigns for National Geographic, STARZ and Bravo.

Ignited - Marketing | Consulting | Digital | Courage

Sr Art Director

2014 - 2014 (less than a year)

Los Angeles

Worked closely with the client and the agency team to develop brand identity and interactive concepts and solutions for leading mobile video game company, Scopely.

Mod Op

Art Director

2014 - 2014 (less than a year)

Los Angeles

Re-imagined the user interface for EA Sports FIFA '16.

The Wonderful Agency

Art Director

2014 - 2014 (less than a year)

Greater Los Angeles Area

Created the visual language for Landmark Vineyards, provided responsive web design consultation.

iCrossing

Creative Director

2011 - 2012 (1 year)

Los Angeles

Client-facing and hands-on creative team lead focused on responsive web design, original, strategic concepts, art and motion for KIA, Toyota Racing, Mazda Mexico and The Cosmopolitan Hotel of Las Vegas.

Participant Media

Art Director

2011 - 2011 (less than a year)

Beverly Hills, California, United States

Lead experience and visual designer for new social platform for TakePart.com.

ORA Interactive

Sr Art Director

2010 - 2011 (1 year)

Remote

Created brand identity and style guides, UI/UX design and web application design for mobile centric clients in lifestyle and health.

Domani Studios

Sr Art Director

2010 - 2010 (less than a year)

Greater New York City Area

Combined type, video, photography, vector motion to create and deliver digital advertising campaigns featuring New York Times take-overs for Sony, Victoria's Secret.

Showtime Networks Inc.

Sr Art Director

2010 - 2010 (less than a year)

New York City

Concept driven digital art direction, web design, motion and development for The Big C, The Real L Word.

Infusion

Sr Art Director

2010 - 2010 (less than a year)

Greater New York City Area

Creative lead re-imagining the grocery shopping experience for Kroger and website redesign for Re/Max and City of London.

Heartbeat

Interactive Art Director

2008 - 2009 (1 year)

New York, New York, United States

Partnering with the creative team I created animated digital product brochures, rich banner advertising with video, website design and interactive motion for pharmaceutical firms BD Needles, NuvaRing, Cimzia, Xyzal, Prolia and the award winning website Crohn's & Me.

CultHealth

Art Director

2007 - 2008 (1 year)

New York, New York

Television advertising concepts and storyboards for Tara Energy Super Bowl spot. National print campaign for Black Swan Wine (E&J Gallo Winery). Motion and interactive spaces for CodeltOwnlt.

Health Canada | Santé Canada

Sr Art Director

2000 - 2001 (1 year)

Montreal, Canada Area

Creative thought leadership, brand identity, print and interactive design and trade show booth design for Zipperhedz/ PMRA/ Health Canada.

- created brand identity & style guides
- managed web development resources
- designed trade show booth
- pioneered interactive design, motion and 3D

Education

USC Jimmy Iovine and Andre Young Academy

Master of Science - MS, Integrated Design, Technology and
Business · (2020 - 2022)

Edward Tufte Art Gallery

Presenting Data & Information: a one day course taught by Edward
Tufte, Presentation & Data Visualization · (2010 - 2010)

Concordia University

Bachelor of Fine Arts - BFA, Art History · (2002 - 2005)

CINAC Montreal

Animation, Motion Graphics · (2001 - 2001)

Dawson College

Professional Graphic Design Degree, Print Art Direction · (1994 - 1997)