

JOSE CALM

SENIOR BRAND DESIGNER AND ART DIRECTOR

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PROJECTS

FIRST QUADRANT, LLC (FQ) BLOG PAGE

Graphic Designer, Researcher, Product Designer,
Visual Designer, Project Manager

Created to elevate the firm's thought leadership in the financial industry, the company blog page is intended to highlight insights from any employee outside the scope of a formal research publication.

- Collaborated with a digital consulting firm and internal information systems manager to develop a timeline that identified and resolved development issues and kept the project on schedule.
- Contributed creative and art direction and provided any visual elements required to maintain alignment with branding guidelines. The page content and design were well-received within the firm and externally by our clients.
- Developed the step-by-step, user-friendly blog posting process that established consistency and accuracy for the marketing team.
- Oversaw the development of the email and social media marketing campaign for the launch and post-launch stages, resulting in an increase in blog subscriptions and LinkedIn followers.

FQ REBRANDING

Graphic Designer, Researcher, Product Designer,
Visual Designer, Project Manager, Brand Designer

The firm wanted to implement a new identity and brand guidelines, standards, and policies that required end-to-end project, design, and team management.

- Managed strategic timeline of the application of the rebrand with the firm's management and partners that led to consistency in messaging.
- Redesigned and relaunched the firm's entire marketing and client materials resulting in coherence of the brand across all external touchpoints and channels.
- Updated the website user interface and visual design which aligned with the firm's expectations.
- Educated and enforced brand guidelines with internal stakeholders, ensuring compliance and awareness.

ABOUT ME

Senior Brand Designer and Art Director with 15+ years of experience, including leading brand stewardship at First Quadrant, LLC (FQ), a global financial firm, and founding Calm Design LLC. Proven leader adept at managing teams, processes, and projects within tight timelines and budgets. Seeking a full-time hybrid or remote role on an established creative team, eager to elevate existing brands or shape new ones from inception.

SKILLS

Design

Brand stewardship and management
Creative and Art direction
Multimedia development
Vendor management

User Experience and Product Design

Product development
Project management
Prototyping
UX/UI Design
Visual Design

Front-End Development and Web Design

CMS (WordPress/Drupal)
Google Analytics
CSS/HTML/Javascript

Soft Skills

Adaptability
Collaboration
Positive work ethic
Resourcefulness

PROFESSIONAL EXPERIENCE

CALM DESIGN LLC
Pasadena, CA

March 2024 - Present

Calm Design LLC is a creative studio that specializes in print, digital, and strategy and collaborates closely with in-house/agency teams and clients to understand their vision and develop tailored design strategies.

Principal Owner and Lead Designer

- Established the business by handling legal documents, crafting growth and pricing strategies, drafting proposals and contracts for future client agreements, and developing brand guidelines.
- Oversaw project timelines and deliverables by managing client expectations and communications, leading discovery and strategy sessions, handling feedback and revisions, and providing quality control on final delivery.
- Delivered high-impact work using a process-oriented approach that distilled complex ideas into clean, intuitive visuals that inspire and elevate brands.

CAREER DEVELOPMENT AND
PROFESSIONAL GROWTH
Pasadena, CA

July 2022 - March 2024

- Enhanced design approach through AIGA Portfolio Development Studio, implementing visual improvements that led to creating a portfolio website.
- Expanded professional network and deepened expertise on design trends, knowledge, and strategies through virtual attendance in industry events such as the AIGA Design Conference, UnderConsideration's First Round LA, and the Designer Boss Summit Summer Camp.
- Enrolled in Accelerator (Maker Division), a self-paced program focused on fundamentals and strategies for launching a creative business, establishing Calm Design LLC, a graphic design studio specializing in print, digital, and strategy.

EDUCATION AND PROFESSIONAL DEVELOPMENT

California State Polytechnic University,
Pomona, CA

*Bachelor of Arts, Graphic Design,
Minor in Marketing Management*

Member, American Institute of Graphic
Arts (AIGA)

PROFESSIONAL EXPERIENCE (cont.)

FIRST QUADRANT, LLC
Pasadena, CA

September 2007- July 2022

First Quadrant, LLC was an investment management firm that specializes in alternative approaches to global investing. Commenced tenure as an Associate in Marketing, contributing significantly to process automation and creative direction. Elevated to the role of Associate Director in the Marketing & Client Services team, showcasing brand stewardship, design leadership, and project management.

**Associate Director,
Marketing & Client Services**

(January 2014 - July 2022)

- Led brand stewardship efforts by creating materials based on internal stakeholders' and external marketing/client service needs, ensuring alignment with the brand guidelines, standards, and policies.
- Managed the end-to-end process of translating financial research, editorial, and data into visual stories for web, social media, motion, video, and print. Spearheaded innovative branding initiatives including creating the company blog, producing animated educational videos, and overseeing email/social media campaigns for new product launches.
- Managed vendor relationships, including printers, front/back-end website developers, promotional merchandisers, and video/email marketing/social media platforms to ensure projects remain within timelines and budgets.

Associate, Marketing

(September 2007 - January 2014)

- Created and implemented an automation process of marketing materials, improving productivity and accuracy.
- Provided creative direction in collaboration with various teams, leading to branding consistency.
- Maintained and improved the firm's external website by updating the HTML/CSS coding and producing an educational video for a new product, adding dynamic capabilities to a static site.