

JOSE CALM

SENIOR BRAND DESIGNER AND ART DIRECTOR

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PROJECTS

FUNDAMENTO BRAND IDENTITY

Founder and Brand Designer

Fundamento is a mission-driven startup that aims to provide educational support for autistic students throughout their lifelong learning journey.

- Conducted research identifying gaps in autism education across teacher training, classroom resources, peer education, transition services, and parent support.
- Created a brand identity inspired by a subway-map concept to show guided pathways through an educational journey.
- Designed campaign materials, including website design, educator tools, and promotional products.

FIRST QUADRANT, LLC (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 the rebrand with the firm leadership, executing a phased rollout that led to 100% messaging consistency.
- Overhauled marketing and client-facing collaterals, modernizing brand aesthetics across all digital and print channels.
- Redesigned website architecture, interface, and visual system, enhancing user experience while maintaining compliance with new brand standards.
- Established brand stewardship by training internal stakeholders and championing brand guidelines, achieving full alignment across firm communications.

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
Cross-functional Leadership
Resourcefulness

PROFESSIONAL EXPERIENCE

CALM DESIGN LLC July 2022 - Present
Pasadena, CA

Calm Design LLC is a creative studio providing strategic design across print and digital platforms.

Principal Owner and Lead Designer

- Founded creative studio (formally established 2024) after focused period of professional development, portfolio building, and business strategy work.
- Managed client engagements from discovery to delivery — leading strategy sessions, handling feedback and revisions, and ensuring quality throughout.
- Delivered high-impact visual strategies using a process-oriented approach that distilled complex ideas into clean, intuitive designs.

FIRST QUADRANT, LLC September 2007- July 2022
Pasadena, CA

First Quadrant, LLC was an investment management firm that specialized in alternative global strategies. Promoted from Associate to Associate Director to lead firm-wide brand stewardship, design direction, and project management.

Associate Director, Marketing & Client Services (January 2014 - July 2022)

- Led brand stewardship efforts by developing materials for internal stakeholders and client-facing teams, ensuring alignment with brand guidelines and policies.
- Transformed complex financial research and data into compelling visual stories across web, social media, motion graphics, and print.
- Launched innovative branding initiatives, including the company blog, animated educational videos, and multi-channel campaigns.
- Cultivated vendor partnerships—including developers, printers, and media platforms—to deliver projects on schedule and within budget.

Associate, Marketing (September 2007 - January 2014)

- Engineered and deployed an automation process for marketing materials, improving team productivity and data accuracy.
- Provided creative direction across departments, establishing firm-wide branding consistency.
- Modernized the firm’s external web presence by updating HTML/CSS and integrating dynamic video content.

EDUCATION

California State Polytechnic University,
Pomona, CA

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

PROFESSIONAL DEVELOPMENT AND AFFILIATIONS

Member, American Institute of
Graphic Arts (AIGA)

Programs

AIGA Portfolio Development Studio
Maker Division (formerly Accelerator)

Events

AIGA Design Conference
CreativePro Presentation Design Conference
Designer Boss Summit
UnderConsideration First Round