

JOSE CALM

SENIOR BRAND DESIGNER AND ART DIRECTOR

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PROJECTS

FUNDAMENTO BRAND IDENTITY

Creator and Lead Designer (Concept Initiative)

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) BRAND IMPLEMENTATION AND STEWARDSHIP

Brand Designer, Graphic Designer, Visual Designer, Digital Experience Designer, Project Manager

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 deployment 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

Brand and Design Leadership

Brand stewardship and management
Creative and art direction
Campaign and content systems

Digital and Experience Design

Brand-led digital strategy
Information architecture
Website experience design

Soft Skills

Creative problem-solving
Cross-functional leadership
Stakeholder management
Strategic thinking

EDUCATION

**California State Polytechnic University,
Pomona, CA**

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

PROFESSIONAL EXPERIENCE

CALM DESIGN LLC
Pasadena, CA

July 2022 - Present

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.
- Developed 30th anniversary brand identity for GlobeFlex Capital, a global investment firm, delivering a logo system within a four-week target to celebrate a milestone.

FIRST QUADRANT, LLC
Pasadena, CA

September 2007- July 2022

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,

(January 2014 - July 2022)

Marketing & Client Services

- Led brand stewardship across the firm's most visible initiatives—a 30th anniversary campaign, the launch of the firm's first blog platform, a 48-page educational handbook, animated videos, and multi-channel campaigns aligned with brand guidelines.
- Translated complex financial research into accessible visual formats—commentaries, white papers, and conference presentations—across web, print, social media, and motion graphics.
- 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.

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