



# Joseph Potter

josephpotter@gmail.com | 248.470.2523 | www.joepotterdesign.com

BFA Graphic Design, Lawrence Technological University

---

**Multimedia Designer**  
**West Coast University**  
*Irvine, CA (Remote)*  
2021–Current

- Lead the design of new Storyline curriculum templates for all students and faculty at West Coast University and American Career College.
- Provide weekly course content updates and support in Canvas and Loree learning management systems.
- Author SharePoint articles providing training walkthroughs for media and ID teams.
- Work with deans, stakeholders, and SMEs to produce courses for undergraduate and graduate programs.
- Create Vyond animations as part of weekly course curriculum.

**Graphic Designer**  
**CatchaFire**  
*Remote Volunteer*  
2021–Current

- Created new branding for Detroit New Paradigm for Education, a non-profit charter school, along with New Paradigm College Prep, New Paradigm Loving Academy, New Paradigm Glazer Academy, and Glazer-Loving Academy. Custom logos were designed for each school's print and digital communications.
- Collaborated with St. Paul Public Library in Minnesota to create an infographic showcasing the volunteer experience. The graphic was utilized in digital and print materials, enlightening leadership about the significance of library volunteers.
- Led marketing efforts for Hope's Legacy Equine Rescue, Inc., a nonprofit dedicated to rescuing, rehabilitating, and rehoming horses, donkeys, and mules. This project resulted in estimated cost savings exceeding \$4,000 for the organization.

**Creative Director**  
**Illumen Group**  
*Evanston, IL*  
2015–2021

- Oversaw lifecycle of projects, identified target audiences, and created high-quality visual standards to develop engaging learner environments.
- Collaborated with IDs and SMEs to ensure final deliverable met desired learning goals, accreditation standards, and current educational trends.
- Instituted a new internal review system to help design team catalog assets, track production, and provide feedback to successfully meet delivery milestones.
- Consulted with clients on project management, technical questions, and the implementation of delivery packages in their learning management systems.

**Elearning Designer**  
**Illumen Group**  
*Evanston, IL*  
2011–2015

- Designed interactive content instrumental in providing custom training, employee orientation, and continued adult learning.
- Developed instructional design storyboards and scripts with engaging learner experiences and educational assessments.
- Led meeting pitches of concept designs and learning experience ideas with client and internal design team.