

# Joe Blair Designer

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Joe enjoys working with teams of varying sizes and backgrounds. Designing within existing project boundaries or creating original works, Joe often exceeds project expectations. His designs take form as printed works, three-dimensional works, interactive/electronic displays, or planning/research. He is currently enrolled in the master of design innovation program at Massart, and will graduate in May of 2018.

## EDUCATION

Massachusetts College of Art & Design (2016—CURRENT)  
*MDES Master of Design Innovation*

Massachusetts College of Art & Design (2006—11)  
*BFA Art & Design*

## PROFESSIONAL AFFILIATIONS

SEGD Society For Experiential Graphic Designers (2013—CURRENT)

## EMPLOYMENT

Massachusetts College of Art & Design, Boston MA (2016—CURRENT)  
TEACHING ASSISTANT

New Balance, Brighton MA (2016—2017)  
GRAPHIC DESIGNER

Draper Laboratory, Cambridge MA (2015—2016)  
GRAPHIC DESIGNER

Sasaki Associates, Watertown MA (2013—15)  
ENVIRONMENTAL GRAPHIC DESIGNER

Design Communications Ltd, Boston MA (2011—13)  
GRAPHICS LEAD

Collective Brands: Performance & Lifestyle Group, Lexington MA (2010)  
WEB & SOCIAL MEDIA DESIGNER

Proverb Ltd, Boston MA (2009)  
JUNIOR DESIGNER/INTERN

## PUBLICATIONS

An Economic Case For Wayfinding Vis-à-vis Return-On-Investment (2016) *Medium.com*

The Big Beer Label Book (2016) *Self Published. Digital*

Arogundade (2010) Othello Poster featured in *The 13 Best Othello Book Cover & Poster Designs*

Boston Magazine (Sept. 2009) Work featured in *Concept Home At FP3*

## EXHIBITIONS

2016—EXHIBITING ARTIST MDes 1 The Inaugural Show From The New Master of Design Innovation Graduate Program *Boston, MA*

2014—EXHIBITING ARTIST CRLS Alumni Photography Show: Cambridge Arts Council *Cambridge, MA*

2009—CURATOR Type Show: MassArt *Boston, MA*

2006—EXHIBITING ARTIST AP Portfolio Class Exhibit: University Luthren Church *Cambridge, MA*

## FREELANCE

No Boston Olympics, Logo design

Grolier Poetry, Signage

Team GP Racing, Website

Sotheby's Boston, Identity design

Tufts Convergence Conference, Brochure