

Joseph Donald Blair

My professional goal is to elevate graphic design as a discipline, and to become a source of knowledge and inspiration for my clients, students and to our society. Graphic design should be practiced by all of us in some measure, but creative design businesses budget time and other resources which can be an anathema to creativity. I use these restrictions as part of my process to fuel creative solution-seeking that supercharge designs to meet and exceed expectations.

A practiced professional designer who loves joining as much as pioneering design projects for world class brands, institutions and many of Boston's most prestigious organizations; I can brag a little about my technical skills though they are surpassed by my passion for working with teams. I enjoy leading others in seeking out and defining meaningful goals, enabling meaningful solutions. Technical knowledge is something that is constantly evolving and solving design problems is centered around the tech behind it. Using the right tools at the right time is the job of a designer.

Education

Massachusetts College of Art & Design

Master of Design Innovation (GPA 3.8) 2018

Bachelor of Fine Arts, Art & Design 2011

Professional Experience

Umbrella School– Teacher & Technical Support 2022 to current, Concord MA *part-time*

Maintain lasercutting machine, vinyl plotter and large format printer in addition to developing and teaching classes and workshops available to the community.

Endicott College– Professor at School of Visual Art 2020 to current, Beverly MA *part time*

Developed curriculum and taught classes both in person and via Canvas the digital tool used to engage students remotely. Held critique, teaching multiple classes per semester; class size of ~15.

Bluebird Graphic Solutions– Design Director 2020, Woburn MA

Starting as a project manager, was moved to lead design department when my ideas to improve operations were heard my management. Instituted digital project tracking tool with IT dept. and led team of between 3 and 5 designers to execute technical drawings, calculations on material and create *production ready* artwork.

IA Interior Architects– Experiential Graphic Design Job Captain 2018–2020, Boston MA

Acting as a technical project manager in a team of 4 EG designers, I tracked project schedules and was lead contact with many clients both internal and external, as well as budgeting time I conducted site visits and construction administration over complex large scale EG projects, often remotely from across the country. In addition, I acted as an EG designer myself often collaborating with my team and filling in creating drawings and project submittals. Led initiatives to have vendors visit office & participated in many inter/intra-office groups.

New Balance– Graphic Designer 2016–2018, Brighton MA

What began as a very standard layout design position quickly grew to a more involved and hands-on role on the global marketing team. In addition to completing my tasks of generating unique maps and re-combined assets for use in POP, once my EGD skills were understood by our director I was put in charge of leading production of several museum displays and flagship store graphics packages. This position began as I started graduate school, and I held the position for over a year during my tenure in the MDES program.

Sasaki Associates– Environmental Graphic Designer 2014–2015 Watertown MA

Created and presented massive and human-scale signage, interpretive and branded master-plan materials. Working with interiors teams, architectural teams, financial as well as directly with clients and vendors, I led design charrettes and helped spearhead typographic treatments and technical excellence through our design drawings, and scrupulous management of expectations as well as budgets.

DCL (Design Communications Ltd.)– Graphics Lead 2011–2014 Boston MA

I owned the graphics packages which were used to produce signage and wayfinding packages at DCL, the world premier shop for this kind of work. Engaging with designers and fabricators directly gave me insights into the work products I work to craft every day now. While my experience in a shop was less creative and more based on executing designs of others, it enriched my comprehension of and appreciation for what can seem very trivial early in the design process, but can make all the difference whether a project is successful or not.

Other Professional Experience

Proverb Ltd.- Intern, Collective Brands PLG- E-Commerce Intern, Draper Labs-
Graphic Designer, MassArt- Teacher

Skills

Digital Tools:

Adobe Photoshop, Illustrator, InDesign, Premier, AfterEffects, Dreamweaver, Bridge, XD, Autodesk Revit, Blender, Processing, HTML/CSS, Arduino, CADTools

Abilities:

Typography, Research, Composition/Color-theory, Photography, Illustration, Videography, Animation, Audio/Multimedia, 3D-Scanning/Printing, Coding (Front/Back end)

Soft:

Project management, Time management, Budgeting, Leadership, Attention to detail, Morale/Life-work balance

Outside Of Work

Mentor & Juror in *Games for Change* student games design challenge 2020-2022

Since 2004, Games for Change has offered programs and events for people of all ages and backgrounds to explore, learn, and create at the intersection of games and social impact.