JOSHUA M. KITT

SENIOR GRAPHIC DESIGNER | BRAND • DIGITAL • ILLUSTRATION • PACKAGING • PRINT

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PROFILE

Senior Graphic Designer with 15+ years of experience developing creative for consumer brands, entertainment, apparel and e-commerce. Combines original concept development and campaign leadership with hands-on expertise in brand identity, packaging, product graphics, illustration and motion design. Translates creative direction into cohesive digital and physical brand experiences, from initial concept to production-ready artwork.

CORE EXPERTISE

Brand identity & visual storytelling • Packaging & consumer product development • Illustration & typography • Digital campaigns & e-commerce • Illustration & typography • Motion graphics • Print production & prepress • Creative direction & concept development

PROFESSIONAL EXPERIENCE

Cardsmiths — Arvada, CO | Senior Graphic Designer • Aug 2025–Present

- Develop original visual concepts for collectible trading cards, packaging, promotional materials and digital brand experiences.
- Clients include: Disney, MGM, Toho International, Blumhouse, Fleischer Studios, The Stanley Kubrick Archives
- Collaborate with creative and production teams to unify visual design across product lines and deliver manufacturing-ready artwork.
- Translate concepts into finished product artwork through illustration, typography, layout, image editing and print preparation.

VF Corporation / JanSport — Denver, CO | Senior Digital Graphic Designer • Aug 2022–Aug 2025

- Spearheaded creative concept development and campaign execution for JanSport, translating brand strategy into cohesive visual experiences across digital and physical platforms.
- Led integrated marketing campaign design across e-commerce, websites, email and social media, from initial ideation through final delivery.
- Exercised creative ownership and independent design judgment to strengthen visual storytelling and maintain brand consistency across channels.
- Developed original apparel graphics, packaging and hang tags that reinforced JanSport's brand identity across consumer products.
- Produced motion graphics, animations, GIFs and short-form video content for digital marketing initiatives.
- Collaborated with cross-functional teams to align creative solutions with marketing objectives, product initiatives and brand standards.

Geek Fuel LLC — Denver, CO | Senior Graphic Artist; Freelance Designer • Dec 2016–Aug 2024

- Directed creative development for subscription-box programs, including merchandise, packaging, illustrations and technical drawings.
- Designed branded creative for Marvel, FOX, AMC, GameStop, ThinkGeek, Brave Wilderness, Vsauce and Kinder Beauty Box.
- Delivered production-ready packaging and merchandise artwork, including screen-print graphics and color correction.

Ink Monstr — Denver, CO | Senior Graphic Artist • Jul 2015–Nov 2016

- Managed client-facing design projects from concept to execution, including identity work, vehicle wraps, wall murals, signage, and packaging.

Primal Wear, Inc. — Denver, CO | Mid-Level Graphic Designer • Jun 2014–Jul 2015

- Designed custom cycling apparel for clients and racing teams; coordinated concepts, revisions, color correction, press checks, and production approvals.

Ouray Sportswear — Englewood, CO | Lead Creative Artist • Mar 2012–Jun 2014

- Led creative development of retail apparel graphics for U.S. and Canadian clients, translating briefs into screen-print and embroidery artwork.

TOOLS

Adobe Creative Suite • Adobe Photoshop • Illustrator • InDesign • After Effects • Figma • Microsoft Office (Mac & PC)

EDUCATION

Madison Area Technical College — Associate Degree, Graphic Design | Dec 2006t