

JOE R. VASQUEZ

Brand Strategist | Creative Technologist | Art Director

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Brand strategist and creative technologist with nearly 20 years turning brand stories into measurable business outcomes — and, for the past four years, building the AI tools and workflows that scale how design teams operate. Productizes brand expertise into repeatable systems and pairs senior creative direction with hands-on development of internal apps that cut production time and recover hundreds of team hours every week.

CORE COMPETENCIES

Brand Strategy & Architecture · Creative & Art Direction · Brand Identity & Logo Systems · Messaging & Positioning · Email & Digital Marketing · Print & Web Design · Stakeholder Communication · Cross-Functional Collaboration · Team Leadership & Mentoring

AI & CREATIVE TECHNOLOGY

App development for creative ops: OpenAI Codex, Google AI Labs — built internal apps deployed to the design team.

AI workflow design: Claude Cowork — reusable, multi-step workflows that let designers run AI processes without engineering.

Brand-system & creative generation: Lovart.ai; generative & research stack across ChatGPT, Gemini, and ChatLLM.

Applied capabilities: automated brand-asset extraction, brand-strategy productization, and prompt design for brand consistency.

PROFESSIONAL EXPERIENCE

Professional Services Design Consultant

Jun 2021 – Present

Constant Contact · Loveland, CO

- Design brand and email-marketing systems for a high-volume client portfolio, translating each client's story into personalized identities, logos, and templates built to convert.
- Built **Showtime**, an automated brand-asset extraction app (Google AI Labs) that scans any website for logo, imagery, type, color, and brand data — cutting email-template builds from 30 to 12 minutes and recovering ~105 designer-hours per week across the team.
- Built **Mark1**, a brand-strategy app (OpenAI Codex) that productized a 2.5-hour workshop into a 30-minute guided interface — a 5x faster engagement, idea to exportable brand platform.
- Designed reusable creative-ops workflows in **Claude Cowork** so designers, not engineers, can run multi-step AI processes.
- Set brand attributes and direct all creative; mentor junior designers and set design standards across the team.

Brand Strategist / Visual Designer — Independent Consulting

2016 – Present

My Creative Team · Loveland, CO

- Build personalized branding, logos, and brand experiences for clients from strategy through execution.
- Facilitate brand work sessions defining core attributes, personas, messaging, and positioning, then translate them into cohesive identity systems.
- **Increased sales 60%** for key client Backroads Battery through creative promotion, infographics, and marketing.
- Developed brand and design strategy for Kaiser Permanente, IBM, HP, Subaru of Loveland, First National Reserve, and Longmont Performing Arts Initiative.
- Spearheaded a 2-week social campaign and landing page for a Yamaha Star Venture demo event — **120+ demo riders, 20+ buyers**.

Creative Director / Senior Graphic Designer

2013 – 2020

Northern Colorado Cowboy Church (Consulting) · Lucerne, CO

- Led a full brand overhaul — new logo, office and web materials, and branding for 12+ programs — for Northern Colorado's largest cowboy church.

- **Increased event attendance 50%** across multiple venues through promotional strategy and art direction.
- Directed all graphic, web, and social media needs as ongoing creative consultant.

Creative Director / Senior Graphic Designer

Feb 2014 – Oct 2016

Resurrection Fellowship Church · Loveland, CO

- **Generated over \$7M** through the creative direction and visual design of the 2016 building campaign.
- Steered the visual brand across advertising, social, motion graphics, identity, packaging, and web for 30+ programs.
- **Grew women's-conference attendance 25%** and trained 3 design interns over two years.

EARLIER EXPERIENCE

Graphic Designer / Creative Director — B.MightyCreative, Denver, CO 2002–2014

Graphic Designer — Northern Hills Christian Church, Denver, CO 2007–2009

Communications Director — LifeBridge Church, Longmont, CO 2006–2007

EDUCATION & TRAINING

MA, Biblical Studies

Rocky Mountain Seminary, Denver, CO

BS, Business Management

DeVry University, Dallas, TX

Prompt Engineering Certification

Vanderbilt University · February 2024

The Futur Academy

Brand Strategy Facilitation, Messaging, Logo Design

TECHNICAL SKILLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects), HTML / CSS, SQL, WordPress, Squarespace, Microsoft Office, Keynote & Pages.

AWARDS & AFFILIATIONS

- **Christianity Today** — Top 16 Mega-Church Brand Design Competition
- **IBM** — Rocky Mountain Women's Network Logo Competition, Winner
- **Concero** — "Bring on the Future" Award for Outstanding Leadership
- **BNI** — Business Networks International, Member (2017 – Present)