



JOSHUA ALLEGRUCCI

Graphic Designer
jallegrucci@mac.com

Summary

Award-winning graphic designer with over 30 years of experience in both commercial and government communications. Skilled in developing marketing and advertising strategies, creative campaigns, and visually engaging infographics across digital and traditional print mediums. Passionate about delivering clear, impactful designs that improve client communication and ensure confidence in their decisions. Proven track record of transforming complex concepts into aesthetically compelling, easy-to-understand visuals that resonate with diverse audiences. Relentless in the pursuit of excellence and innovation, always striving to make everything look better and communicate more effectively.

Client Experience

Commercial: ExxonMobil, Kuerig Dr Pepper, Gecko Robotics, PivotPoint Security, Black Box, Legal Heat, U.S. Law Shield, Cincinnati Bell and OfficeMax, etc.

Government: The Department of Veterans Affairs, the United States Intelligence Community, National Security Agency (NSA), Office of the Director of National Intelligence (ODNI), Department of Homeland Security (DHS), Army National Guard, United States Air Force, Information Technology Common Services Unit (ITCSU), NAVSEA, NavAir, AmeriCorps, TRICARE, United Concordia (TRICARE Dental), and Military Kids Connect

History

2023 - 2025

ECS Federal - Change Management Graphic Design Specialist

Contract: Department of Veterans Affairs/Multi-channel Technology Directive/
Veterans Experience Office/Organizational Change Management

- Provided graphic support for Executive Level briefings
- Assisted Division Chief in creating new internal processes and procedures
- Collaborated with team members to create graphics for emerging technologies reports
- Provided graphic support for strategic and operating plans
- Created custom illustrations for technology and processes documents
- Created presentations for change management processes such as system updates or training
- Assisted in developing comms plans for inner-departmental change management processes
- Created easy to understand visuals from spreadsheet data collection
- UI design for Power Bi applications
- Created Instructional how-to guides
- Developed and maintained a living department style guide and icon library

2021 - 2023

Circltree Enterprises - Sr. Graphic Designer

- Developed campaign creative assets and strategies
- Developed and maintained brand guidelines and standards
- Coordinated and directed photography and video shoots with live talent
- Graphic design for digital and traditional print
- Animated motion graphics
- Video editing
- Website design
- Developed and designed social media and email campaign strategies



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History (cont.)

- 2006 - 2021** **CACI International, Inc.** - Creative Director/Sr. Graphic Designer
- Directed client communications and presentations
 - Created and maintained brand and marketing guidelines
 - Developed and implemented recruitment marketing plans with hyper focused advertising campaigns
 - Developed and enforced UI/UX for websites and mobile apps
 - Developed creative guidelines for large, government proposal teams
 - Multimedia and video production
 - Digital photography and retouching
 - High level knowledge of Web Content Accessibility Guidelines (WCAG) and Section 508 compliance
- 2005 - 2009** **Apple Inc.** - Back of House (BOH) Specialist
- Logistics/Inventory Specialist
 - Coordinated computer imaging and store displays for promotional events and marketing initiatives
 - Certified Apple Product Specialist
 - Fill-in computer technician as needed
 - Instructor for public user classes
- 2000 - 2013** **J&S Designs** - Co-founder/Lead Designer
- Direct client communications
 - Created brand identity packages and marketing guidelines
 - Design for a wide range of products from identity packages, invitations, logos, POP displays, photo manipulations, hand illustrations, board games, web banners, brochures, etc.
 - Project management from conception to final print production
- 1998 - 2006** **Matthews International, Corp., Bronze Division** - Product Designer
- Developed new cast metal and stone products in line with consumer market demand
 - Created production and manufacturing procedures for new products
 - Worked with manufacturing team to ensure good product quality
 - Expert level of creating 2D product renderings
 - Expert level of creating AutoCAD engineering drafts for cast and stone products
 - Created 3D models of products and/or architectural landscapes
 - Created one-of-kind process for converting a photograph to a 3D cast product
- 1996 - 1998** **Digital Color Graphics** - Senior Sign Designer
- Designed and manufactured a wide range of indoor and outdoor signage
 - Responsible for overseeing the sign manufacturing process from initial concept to finish product
- 1991 - 2000** **Freelance Designer**
- Direct client communications
 - Created designs for a variety of platforms depending on client needs
 - Created company brand guidelines
 - Consultation for developing marketing campaigns

References available upon request