

Hi! My name is Joe Neric.

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PERFORMANCE PROFILE & CAREER SUMMARY

18 years of creative collaboration in the open and non-profit markets. Concentration in editorial design. Expertise in page layout, photography, and complex problem solving. Graduated *summa cum laude* from Vanguard University

with a Bachelor of Arts in Psychology (2018). Currently enrolled in Vanguard University's Organizational Psychology graduate program with an anticipated graduation date in August 2020. Reliance on research to drive decisions.

EXPERIENCE

April 2015 – December 2018

GRAPHIC DESIGNER

AAGL | Cypress, CA | aagl.org

Served as a member of the conference planning team. Collaborated with members and AAGL Board Members to provide onsite media needs. Managed complex design projects from conception through production. Spearheaded the redesign of the AAGL brand to better communicate with its members leading to the organization's highest attended meeting (2015) with an 11% increase

in abstract submissions, 15% attendance increase, which many attributed to the redesigned marketing material. Managed print vendors by sourcing quote pricing and press checks. Art directed freelance designers and photographers to maintain AAGL's brand. Contributed my skills as a photographer at meetings and convention site locations.

June 2014 – February 2015

ART DIRECTOR

Sport Rider & Motorcycle Cruiser Magazines | Irvine, CA | sportrider.com & motorcyclecruiser.com

Sport Rider magazine (Global Circulation 58,000)

Art directed a motorcycle publication targeted toward the sportbike enthusiast. Directed photographers and professional motorcycle riders in creating exciting photographs that showcase sportbikes that were pushed to the limit. Contributed

my skills as a photographer, extending the editorial budget. Spearheaded the redesign of Sport Rider, creating an updated and exciting brand that resonated with the sportbike community.

Motorcycle Cruiser magazine (Regional Circulation 31,000)

Art directed a motorcycle magazine targeted toward the cruiser enthusiast. Directed photographers and riders to create photographs that showcase the

motorcycling cruiser lifestyle. Contributed my skills as a photographer concentrating on product and action photos.

February 2007 – June 2014

ART DIRECTOR

Motorcyclist Magazine | Irvine, CA | motorcyclistonline.com

(Global circulation 200,000)

Art directed the Motorcyclist editorial team which published a monthly 108-year-old motorcycling brand that communicated to all motorcycling enthusiasts. Solved complex design problems under tight deadlines. Collaborated daily with the editorial staff that developed creative solutions from showcasing simple product layouts to complex multi-motorcycle comparison tests. Directed

freelance photographers, professional motorcycle riders, and fashion models to demonstrate the motorcycling lifestyle. Leveraged my photography skills to help stretch the editorial budget by alleviating \$15,000 in photography budget per month. Established an archival system that is still used today. Contributed editorial content with motorcycle and product reviews.

EDUCATION

Vanguard University of Southern California (Costa Mesa, CA)
MASTERS IN ORGANIZATIONAL PSYCHOLOGY
Anticipated graduation May 2020

Vanguard University of Southern California (Costa Mesa, CA)
B.S. PSYCHOLOGY, JUNE 2018
Graduated *Summa Cum Laude*

Brooks College of Design (Long Beach, CA)
A.A. GRAPHIC DESIGN, 2001
Graduated with honors

CORE COMPETENCIES

