

JOSEPH MCELFRISH

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Portfolio | josephmcelfresh.com

SUMMARY

Research driven Multimedia Designer with a passion for crafting visually compelling design across digital and print platforms. Adept at translating complex concepts into engaging campaigns. I build creative that works where the stakes are high, messaging matters, and respects the intelligence of its audience.

WORK EXPERIENCE

Senior Graphic Designer / Art Director

LastPass | Tampa, FL (remote)

2025-2026

- Collaborated closely with the creative director, copywriters, motion designers, and marketing teams developing integrated campaigns that strengthened brand messaging and improved campaign performance from years prior resulting in a 4% increase in trial engagement and purchase turnover rates.
- Improved click-through rates on social and display ads by working with Demand Gen team on TOF, MOF, BOF customer cycle. Collaborated with the team to create high velocity content for B2B and B2C supporting partnerships including Yahoo, WIRED Magazine, and PC mag.
- Worked with Lifecycle and Retention teams to elevate the visual quality of marketing and email campaigns through innovative design solutions, contributing to stronger customer engagement and improved overall brand perception.
- Developed reviewers guides, program benefits, security, password management documentation for use by the content team.
- Produced end-to-end creative from concept through final production, managing 20+ concurrent initiatives while maintaining high-quality standards and meeting 100% of critical deadlines.
- Produced product marketing documents, sales enablement materials, and customer-facing assets annually, helping communicate technical product capabilities through engaging visual storytelling.

Multimedia Designer / Web Developer

General Dynamics Information Technology | Tampa, FL

2021-2024

- Increased social media engagement by 40% through visually compelling designs and motion graphics optimized for platform-specific algorithms.
- A/B tested multimedia content using AI-driven analytics, refining visual strategies that improved conversion rates by 15%.
- Implemented AI-powered automation in content creation, reducing design production time by 20% while maintaining high-quality visuals.
- Collaborated with marketing teams to align multimedia content with brand messaging and campaign goals.

Lead Supervisor

United States Army | Fort Riley, KS

2009-2018

- Managed accountability, welfare, & training of 24 personnel; continuously provided positive guidance for their personal and professional development resulting in a 25% increase in promotions.
- Maintained 100% accountability of all assigned property valued over \$500,000 with zero damages and losses.

EDUCATION

Academy of Art University

M.F.A – Graphic and Digital Design

2024-Present

The Art Institute of Tampa

B.F.A - Graphic Design & Web Development

2018-2021

SKILLS & SOFTWARE

- **Skills:** Leadership & Management, B2B, B2C, W3C Web Standards & Accessibility, SEO
- **Software:** Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Figma, Wordpress, Monday, Slack, Microsoft Office Suite