

## S. GRAY JOYCE

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### MFA Graphic Design

NC State University  
College of Design  
2000–2003

### BFA Graphic Design

Savannah College  
of Art and Design  
1996–2000

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### Areas of Expertise

Identity / Brand Design  
UX/UI / Product  
Service Design  
Package Design  
Advertising  
Iconography  
Information Design  
Systems Design  
Experiential / Event  
Email, Social Marketing  
E-Commerce  
Concept Development  
Apparel

### Industry Expertise

Consumer Goods  
Retail / E-Commerce  
Outdoor Sports  
Apparel  
Travel  
Entertainment  
Alcohol / Liquor  
Immerging Technology

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### Assoc. Group Creative Director at Google\_ Firewood Marketing / July 2018-PRESENT

#### Creative Director at Google\_ Firewood Marketing / July 2017-2018

Embedded at Google, leading a creative and strategy team of 30+ in the development of marketing and brand communications for the Google's Global Small Business Marketing teams supporting Google Ads, YouTube Advertising, and Google My Business. Additionally I oversee creative efforts for exec-level Googlers' keynote and event presentations, as well as supporting the creative needs for Google's efforts in diversity marketing such as Pride.Google.com and its global presence at Pride events and festivals. In January of this 2018, I was appointed to the Google SMB Global Creative Review Council, where I serve to advise the Global Creative Leads in reviewing all customer-facing work from the SMB organization, including strategy, user-experience and brand voice & integration.

CLIENTS: Google, LLC

#### Principal, Design Director\_ ENGIN3, LLC / 2003-PRESENT

Consulting CD/ACD, Design Lead and Writer, independently and embedded in-house with agencies, design studios, start-ups, brand consultancies. Working across digital, social, print, motion disciplines. Integrated with existing teams to lead concept development, design and execution of holistic + systemic solutions.

CLIENTS: Nivea, Amazon, Intuition Robotics, Diageo, Gap, Old Navy, Jawbone, Intel, HP, Samsung, Netflix, Kraft Foods, Artá Tequila, Aleve, Home Depot, Oscar Mayer, Hyatt

#### Design Lead + Creative Director/ACD\_ Freelance / 2016–2017, 2010–2014

Brand Design, Art Direction, UX/UI, Systemic Multi-channel Design (web, motion, email, social, and display), Package Design, Advertising, Marketing, Concept Development, Commercial Photography and Video.

AGENCY CLIENTS: fuseproject / 2016–17, 2013-14      Razorfish SF / 2013  
Evolution Bureau / 2013      Leo Burnett CHI / 2013  
Simple Truth / 2013      Critical Mass CHI / 2012  
Energy BBDO / 2012      Belly Card / 2011–2012  
360i CHI / 2011      Euro RSCG CHI / 2010–11  
Camp+King / 2010–11

#### Director, Art + Design\_ Liftopia, Inc. / 2014-16

Develop and lead all design projects. Define, evolve and execute the style guide, including expansion of visual libraries, typography, photography, video, and supporting elements. Shoot, direct and edit photography and video. Copywriting and editing.

#### Senior Art Director\_ Wunderman / 2008-10

Brand Design, Art Direction, UX/UI, Package Design, Advertising, Marketing, Events

CLIENTS: XBOX 360, Kraft Foods, Goodyear Tire Co., Rock For Kids, Scotts, Craftsman

#### Senior Art Director\_ EURO RSCG / 2006-07

Brand Design, Art Direction, UX/UI, Package Design, Advertising, Photography, Video.

CLIENTS: Barilla Pasta, Potbelly Sandwich Co., Valspar, Effen Vodka, Sears, Citi

#### Art Director + Visual Designer\_ Freelance / 2005–06

Art Direction, Advertising, Marketing, Photography and Video.

AGENCY CLIENTS: Cramer-Krasselt / 2005      Discover Financial / 2005–06

#### Art Director\_ Bagby + Co. / 2003-04

Identity Design, Art Direction, Web Design, Advertising, Photography.

CLIENTS: Sony Electronics, Sony VAIO, International Truck & Engine Co.

#### Design Instructor, Lecturer / 2003-PRESENT

Carnegie Mellon University\_ Communication Design Department  
Chicago Portfolio School\_ Advertising & Design Department

Columbia College of Art\_ Graphic Design Department  
University of Cincinnati\_ DAAP, Digital Design Department  
University of Wisconsin, Milwaukee\_ Peck School of Art & Design

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### Skillset

Adobe CC, Sketch, After Effects, InVision, Omnigraffle, Keynote, Final Cut, G-Suite, HTML 5, CSS, Microsoft Office, Studio One, Sound Booth, Quark, Fontographer

Photography, typography, illustration, video direction/production, audio recording and production, animation, editing, writing, letterpress, screen printing