JAPHETH PAUL

ABOUT
I am a multi-disciplinary graphic designer, UI/UX designer, and illustrator. I like big-picture thinking, creating innovative brand systems, and executing visual concepts that enhance the value of a business. I see design as a medium to engage the audience with clear purpose. I believe that visual story telling is crucial to shaping everyday life experiences.

EDUCATION

2014–2017
Masters of Fine Arts
Graphic Design & Illustration
University Of Arizona

2007–2011
Bachelor of Fine Arts,
Applied Arts
College of Fine Arts, JNAFAU

SKILLS

Visual Identity

Brand Management

UI/UX Design

Print Media Design

Package Design

Digital Asset Management

Illustration

Photography

Video Editing

EXPERIENCE

8/25 - current

Freelance
SACRAMENTO, CA

- Relocated to Sacramento and established freelance practice serving branding, UI/UX, and illustration clients.
- Building strategic partnerships with local agencies and startups.

8/24–6/25

Lamar University
ASSISTANT PROFESSOR
OF GRAPHIC DESIGN

- Brought my expertise in contemporary design practices to the classroom.
- Taught classes on graphic design, branding, illustration and web design; developed industry-ready curricula in graphic design.
- Mentored students in thesis committees before graduation.
- Advised student club and facilitated departmental community project.
- Taught Adobe Photoshop, Illustrator, InDesign, and XD.

6/19–8/24

Arizona International, The University of Arizona
SENIOR VISUAL DESIGNER

- Developed key art and visual concepts for Arizona International corporate brand, International Admissions, and Study Abroad.
- Led UX/UI projects for International Admissions and Study Abroad websites.
- Established brand guidelines ensuring consistency across print, web, and ephemera.
- Implemented a digital asset management system through Share Point, improving efficiency in content retrieval and usage.
- Organized and exececuted photo shoots for student-facing content.
- Supervised a team of designers and student workers.

8/17–10/18

Western National Parks Association
GRAPHIC DESIGNER

- Designed and illustrated national park publications, including 4 Junior Ranger books.
- Designed 24 new logos for national parks merchandise.
- Created marketing campaigns to promote the parks and re-designed a digital quarterly magazine with a clean look.
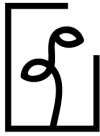- Managed multiple projects simultaneously and collaborated with clients in 71 national parks across the Southwest.

japhethpaulstudio.com   japhethpaulstudio@gmail.com   520. 328. 5202

JAPHETH PAUL

8/14–5/17

**School of Art,
University of Arizona**
GRADUATE TEACHING ASSISTANT

- Instructor for Intro to Graphic Design (ART 265) for 3 semesters.
- Created curriculum; covered graphic design principles and Adobe tools.
- Helped professors with assignments and grading as a Teaching Assistant for Typography 2, 1st Year Experience, and ART 265.
- Participated in the portfolio review committee for students applying for the design program.

9/14–5/17

**Institute of the Environment
Libraries
Parking & Transportation
Campus Health**
GRAPHIC DESIGN ASSISTANT
UNIVERSITY OF ARIZONA

- Worked for multiple departments throughout my graduate studies.
- Produced promotional materials for environmental research projects.
- Designed library floor maps and signage.
- Designed the 2015/16 parking, biking, and Cat Tran maps.
- Developed layouts and graphic templates for Health Promotion & Preventive Services. Crafted logos for student initiatives.

2012–2014

**The Show Events
and Marketing**
GRAPHIC DESIGNER

- Graphic designer and illustrator for social events.
- Worked closely on the branding and website for a social initiative non-profit Isonomy.

2010–2011

Gurucool Brand Solutions
GRAPHIC DESIGNER

- Graphic designer in a start-up advertising agency.
- Developed creative ad campaigns for various clients across the city of Hyderabad.

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