



Joseph Anstett is a multi-disciplinary designer based in Ann Arbor, MI

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Experience

Senior Art Director @ MRM

April 2021 – Present

In tandem with the responsibilities performed as an Art Director, I also worked with Creative Directors to streamline workflows and improve daily operations. In addition to creating design aesthetics and templates for other Art Directors to follow, I also onboarded and mentored new Art Directors, providing feedback and guidance to aid in their growth and development at MRM. I was also the lead Art Director on a five-day video shoot for content that would be used throughout General Motors. Through my multifaceted role, I contributed significantly to the success of the team and the program.

Art Director @ MRM

March 2018 – April 2021

I designed and produced digital communication materials for General Motors' My Rewards program, including emails, direct mail pieces, web tiles, online advertisements, and social campaigns. I worked closely with clients to understand their vision and translate it into compelling concepts. As the lead Art Director on a photo shoot, I oversaw the creation of branded imagery and motion graphics. Throughout my work, I collaborated effectively with other interagency teams—such as account, strategy, and production—to produce cohesive and successful campaigns.

Graphic Designer @ Avanti Press

January 2015 – March 2018

While working alongside a small team of designers, I participated in various projects, such as product development, social media campaigns, and display signage. Additionally, I fulfilled the role of an art director by collaborating with freelance illustrators to create finalized art pieces, which led to the creation of numerous greeting cards.

Design Intern @ Avanti Press

May 2014 – January 2015

I completed a wide range of projects, many focusing heavily on social media, research, and development of new products. Additionally, I formulated, crafted and presented proposals for a revised Avanti logo.

Design Resident @ D:hive Detroit

May 2013 – September 2013

As part of a rotating team of design residents, I collaborated on various projects aimed at enhancing the quality of life for individuals living, working, and engaging in Detroit. These projects included creating brand identities for pop-up businesses, developing interactive art installations, and designing eye-catching posters.

Education

Bachelor of Fine Arts

College for Creative Studies

December 2014

Skills

- Strong understanding of user-centered design principles and methodologies
- Excellent communication, collaboration, and leadership skills
- Ability to manage projects, prioritize tasks, and meet deadlines
- Experience presenting clearly and effectively to large and small groups

Tools

- Adobe Creative Suite including XD
- Photo Retouching
- Vector Animation
- Keynote & PowerPoint

Extracurricular & Recognition

Detroit Historical Society

Created a multi-piece invitation suite, directional signage, and event program

Goodbye, Office

Founding member of Goodbye, Office, a community where designers can work on projects and share ideas after hours.

Quipsologies

Featured work on Quipsologies, a website chronicling curious, creative, and notable projects of the industry on a daily basis.

Apple

Featured work in an Apple iPad Commercial called *Jason's Verse*