



# Josh Shipley. Creative.

I am an award-winning Digital Creative Director + Freelance Artist based in Kansas City. I love finding creative ways to tell a brand's story through a variety of mediums, including digital products, illustration, branding, large-scale artwork and storytelling.

I currently lead Andrews McMeel Universal's Creative Digital Team in creating innovative, fun, elegant UX solutions for their suite of comic and game websites. As the youngest Creative Director in company history, I won a People's Voice Webby Award for my design work on TheFarSide.com. While I started out as a Designer and Brand Manager, I entered the UX field through a series of promotions and recognition of my overall design talent, in addition to outstanding communication skills.

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## EXPERIENCE

Andrews McMeel Universal,  
Kansas City, Missouri  
Nov 2014 – Present



### Creative Director, Digital

Jun 2020 – Present

Serve as the creative lead on all consumer facing web products, the largest two being gocomics.com and puzzlesociety.com. Lead a team of UX designers and content strategists, functioning as an internal digital creative "agency" to provide high quality experience design to all of our subscription web products.

- Coaching, collaborating with and leading a team of UX designers, and content strategists.
- Acting in the role of lead product designer, providing end to end UX design and UI design to our consumer-facing subscription sites.
- Establish prioritization and scope for scheduled releases through collaboration with cross-functional teams.
- Art direct brand, content and game design with a stable of 3rd party developers and freelance artists.
- Supervise the launch of thepuzzlesociety.com from a design and UX standpoint.
- Successfully designed and launched over 6 original puzzle games (and counting), including their interfaces, brands, designs and supporting marketing materials.
- Established and consistent presenter and communicator of vision and design direction.

### Art Director, Digital

Jan 2019 - Jun 2020 · 1 yr 6 mos

- Pitched Far Side creator, Gary Larson, a vision for an official TheFarSide.com, ultimately convincing him of it's value to the brand and to his fan-base.
- Designed and won an Audience Choice Webby for TheFarSide.com in 2019.
- Responsible for leading, defining and communicating the UX process for an emerging digital business.
- Proven ability to develop and maintain strong professional relationships with clients, colleagues and external partners, including award winning comics and cartoonist on GoComics.com.
- Oversaw the entire redesign and relaunch of Uexpress.com, Andrews McMeel Universal's op-ed content platform, including iconic columnists such as Dear Abby.
- Managed a team of UX designers and Information Architects, working with them to establish best practices and scale process for the digital department.

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## EXPERIENCE CONT.

**Andrews McMeel Universal,**  
Kansas City, Missouri



### Lead Product Designer, Digital

Jan 2018 – Jan 2019 · 1 yr

- Following the success of the GoComics.com rebrand and relaunch, promoted to Lead Product Designer, responsible for leading strategy and execution on TheFarSide.com.
- Worked along side a small team of trusted individuals to collaborate on and execute Gary Larson's vision for his first ever official Far Side web experience. This included everything from design, to UX and site architecture...to traveling to visit with Gary and his Wife regularly to acquire artwork, content and other documents needed to create the website.
- Responsible for hiring and building out the digital creative team as well as rebranding and updating the entire of AMU's corporate branding, including website, updated logos and brand materials.

### Product Designer, Digital

Jun 2015 – Jan 2018 · 2 yrs 6 mos

- Was hand-selected after just over 6 months of employment to be the single design resource for the newly established Digital Department at Andrews Mcmeel Universal.
- Learned and developed UX and UI design disciplines and skills in order to provide high quality designs to elevate and grow.
- Was the single largest individual design contributor to the rebrand and relaunch of GoComics.com, AMU's flagship comic site.

### Graphic Designer, Marketing and Publishing

Nov 2014 - Jun 2015 · 7 mos

- Was hired as the first marketing designer dedicated to publishing efforts.
- After demonstrating high caliber client-relationship skills, was often brought in to meet with a variety of authors to work on marketing materials.
- Concepted, designed and pitched a stand-alone site for poet, Rupi Kaur's #1 New York Times Bestseller, MilkAndHoney.com, which aided in the promotion and overall success of the book, which has sold over 3 million copies.

### Outreach International

Kansas City, Missouri

July 2012 – Nov 2014 · 2 yr 4 mos



### Brand and Design Manager

- Was the single design resource for entire nonprofit, responsible for brand, strategy and execution of all consumer and public-facing materials, print and digital.
- Successfully rebranded the organization with updated logo, color palette, brand guidelines and website.
- Produced award winning work, recognized in nonprofit circles, for branding, print publication, annual reports and mailers.

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## EDUCATION

### Academy of Art University

San Francisco, CA

Master of Fine Arts

- 3D Character Animation

Graduated from Academy of Art University, majoring in 3D Character Animation. 3.64 GPA. Hand-selected and spent 2 years working in a fellowship with animators at Pixar Studios in directed-study course work.

### Graceland University

Lamoni, IA

Bachelor of Arts

- Visual Communications
- Publication Writing and Design

Graduated Cum Laude with a double major in Visual Communication and Publication Writing & Design.

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