Joel Calvert

BRAND & DIGITAL DESIGNER

joelcalvert.com · joel@calvert.design · (517) 610-2942 · linkedin.com/in/joel-calvert · Hillsdale, MI

Brand and digital designer creating visual identities, websites, and campaign materials for national campaigns, public affairs organizations, and consumer brands. I design in Figma and Adobe CC, build websites in Webflow, WordPress, and custom code, and do the production work myself, from first concept to finished files.

EXPERIENCE

AdVictory Remote

Creative Director Apr 2023 – Present

- Design and produce brand and digital creative hands-on for presidential, gubernatorial, and advocacy campaigns, working with the managing partner and clients.
- Maintain more than a dozen client visual identities across paid social, display ads, landing pages, email, and print.
- Work with strategists and media buyers to deliver rapid-response creative on short timelines.
- Redesigned the agency's visual identity, wrote brand guidelines used in AI-generated client reports, and built its Webflow website.

Senior Graphic Designer Feb 2020 – Apr 2023

- Designed multi-channel digital campaigns; designed and built client websites in WordPress.

Graphic Designer Jul 2017 – Feb 2020 · Chicago, IL

- Designed digital ad suites, print collateral, and large-format graphics for national campaigns.

Calvert Design Remote

Founder & Principal Mar 2025 – Present

- Dante's Fine Wines & Spirits: Created a visual identity system for a parent brand and three sub-brands, including logos, typography, colors, and guidelines; designed signage and built a Webflow membership website.
- St. Matthew Music Institute: Designed a visual identity built around an architectural mark and delivered brand guidelines in under three weeks.
- Rosemary Lane & Co.: Created a reusable packaging system that accommodates new seasonal scents without a redesign.

Lost Mary · HOT SALAD Records Remote

Brand Designer & Artist Manager Jun 2016 – Jun 2024

- Designed the visual identity, album artwork, packaging, and merchandise across three releases, and shot the photography.
- Worked with the band from its debut through subsequent releases. Its audience reached 60,000+ monthly Spotify listeners during my tenure and has since passed 250,000.

SKILLS

- Brand design: Visual identity, brand architecture, brand refreshes, brand guidelines, typography
- Campaign & production: Paid social, display ads, email, landing pages, packaging, print production, photography
- Web design & development: Webflow CMS and membership websites, WordPress, HTML, CSS, JavaScript
- Tools: Figma, including component libraries and variables; Adobe Illustrator, Photoshop, and InDesign
- Motion: Logo animation and motion graphics in Figma Motion and After Effects

EDUCATION

- Hillsdale College, Bachelor of Science in Art