Joey Preston

Senior Designer

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Strategic Multimedia Designer with 8+ years of experience specializing in comprehensive brand identity and high-converting social media design. Proven success in developing visual systems from the ground up and scaling global brand presence for companies like Working Solutions, Fubo, and Gymshark. Adept at leveraging data-driven insights to craft cohesive organic and paid social campaigns that drive exponential audience growth, boost sales, and foster brand loyalty.

PROFESSIONAL EXPERIENCE

Working Solutions - Digital Design Manager (May 2026 - Present)

- Serve as systems administrator for the Education Technology stack, ensuring platform stability and user proficiency across the organization
- Lead key projects and system improvements, keep educators and other stakeholders aligned through regular collaboration, communication, manage timelines & resources to keep initiatives moving forward successfully.
- Identifying inefficiencies that can be solved with AI & Automation, partnering with stakeholders to help determine or implement solutions, and ensuring teams have the training and support needed to confidently adopt new tools and workflows.
- Design interactive simulations, graphics, videos, and scenario-based learning experiences. Consult with educators and give creative visions that reinforce training and operational objectives.
- Develop and maintain comprehensive technical documentation, scalable design system processes, and certified learning resources that support operational consistency, accelerate onboarding, and empower educators to effectively utilize organizational platforms and tools.

Digital Designer (May 2023 - May 2026)

- Produce high-impact internal design assets and guided training lessons that significantly improve platform engagement, directly contributing to the company winning Online Learning Platform of the Year at the 5th annual Remote Tech Breakthrough Awards.
- Direct the design team's workflow, establishing project deadlines and evaluating final deliverables to ensure strict brand consistency and a cohesive visual identity across all company initiatives.
- Partner with department heads to identify strategic needs, proactively create dynamic brand assets. This includes motion graphics, educational videos, static web designs, and other assets that streamline communication and reinforce brand identity.

Gymshark - Contract Graphic Designer (October 2022 - January 2023)

- Applied data-driven insights to design organic and paid social media assets for peak holiday campaigns, optimizing visual layouts that boosted user engagement and contributed to a significant increase in online sales.
- Partnered with senior marketing stakeholders to execute cohesive Black Friday and Christmas brand campaigns, aligning and delivering high-impact creative assets for maximum campaign impact.

Fubo - Graphic Designer (April 2021 - September 2022)

- Developed and executed the foundational visual brand identity for Fubo Sportsbook, including logo design, color palette, typography, and comprehensive brand guidelines. This ensured a cohesive and memorable aesthetic across all digital platforms.
- Directed the creative execution of launch-phase social media campaigns in collaboration with product and marketing teams, generating widespread awareness and driving initial user engagement from launch.
- Designed and continually optimized high-converting paid and organic social assets, propelling an exponential increase in follower growth and a substantial boost in average engagement within the first three months of account creation.

Freelance Designer (May 2018 - Present)

- Manage end-to-end project execution for diverse clients, develop brand strategies and deliver tailored designs that align with clients' business goals.
- Analyze client and audience feedback to iterate on designs, consistently improving project outcomes and client satisfaction.

SKILLS

- Branding & Identity Design
- Social Media Design
- Motion Design
- Video Editing & Production
- Prompt Engineering
- Paid & Organic Ad Design
- Collaboration
- Project Management
- Creative Direction
- Typography & Layout
- Adobe Creative Suite
- Figma
- Framer
- Monday.com
- Google Workspace

CERTIFICATIONS

Professional Graphic Designer – Adobe via Coursera

Professional Graphic Designer – Xbox via Coursera

Field Guide to Human-Centered Design – Canva

FOCA video creation framework – Synthesia AI