Joshua Lee Terrell

Creative & Communications Manager | Senior Graphic Designer & Brand Manager

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SUMMARY

Creative and communications manager with 9+ years building brand systems, video, and marketing content for federal, public-sector, and energy development audiences. Managed marketing and communications for an energy company's flagship project, producing the external and internal documentation that supported it. Directed a 4-person team at UNC Chapel Hill that delivered 60+ brand-compliant assets a year, including work for NIH, NOAA, and NSF. U.S. Air Force veteran and former detective, trained to explain complex material clearly under pressure.

EXPERIENCE

Creative & Communications Manager — 2026

Azure Energy (an Algorhythm Holdings company) | Charlotte, NC

- Managed marketing and communications for the company's flagship project, including the external and internal documentation that supported it.
- Produced video, marketing, communications, and documentation as one function for a biomass-to-power project developer serving civil engineering firms.
- Translated technical and commercial subject matter into clear deliverables for audiences inside and outside the company, delivered on schedule.
- Recommended in writing by the COO for ownership of assignments, teamwork, and consistent, on-time delivery of materials.

Senior Graphic Designer & Brand Manager — 2019 - 2025

University of North Carolina at Chapel Hill (MPSC and RENCI)

- Directed brand governance and a team of 4 (junior designers, science writers, communications students), delivering 60+ print, digital, and motion assets annually on time and brand-compliant.
- Designed icons, logos, and data visualizations for NIH, NOAA, and NSF in Illustrator, Photoshop, and InDesign, turning climate and life-science research into infographics that met federal accessibility and brand guidelines.
- Built the UI/UX for the StopTox web app in Figma with Duke University and partners in Brazil. The app helps researchers predict chemical toxicity without animal testing.
- Produced animated videos and motion graphics for interactive exhibits and planetarium projections, including an Agricultural Fungi Management LiDAR projection game and a manual-navigation Apollo 12

simulation.

Freelance Graphic Designer & Content Creator — 2016 - Present

Self-Employed

- Manage client-facing branding, motion graphics, UI/UX, photography, and custom apparel projects for 30+ clients, including local sports leagues and dance studios.
- Partner with Compu-Design (Faith, NC) on print production, quality control, and design-to-print workflow. Specified DTF over DTG printing to cut client production costs.
- Built an AI-assisted production pipeline (Claude, Adobe Firefly, Weavy, ComfyUI) that cut concept-to-delivery time while maintaining design quality.

U.S. Air Force & Law Enforcement Veteran — 2004 - 2018

F-16 Crew Chief, U.S. Air Force | Detective Corporal, Alamance County Sheriff's Office

- Made mission-critical decisions under pressure, with deep experience in crisis communication, de-escalation, and protecting institutional reputation.

EDUCATION

Associate of Applied Science, Graphic Design — 2020

Wake Technical Community College | Raleigh, NC | GPA: 3.836 | President's List and Dean's List

Certificates: Advanced Graphic Design, Web and Graphic Design, Advertising and Graphic Design (Design Basics, Advanced Graphic Design, Design Portfolio)

SKILLS

Video & Motion: DaVinci Resolve, Premiere Pro, After Effects, Cinema 4D, Lottie.js, videography, photography

Marketing & Communications: Marketing content, internal and external communications, technical documentation, brand guidelines, Klaviyo Certified

Design & UI/UX: Illustrator, Photoshop, InDesign, Figma, Adobe XD, design systems, data visualization, WCAG

AI & Generative Production: Adobe Firefly, Weavy, ComfyUI, Claude Code

Web & Code: HTML/CSS, JavaScript, WordPress, Webflow, Framer

Project Management: Asana, Monday.com, ClickUp, Jira, Slack, Notion, Microsoft Office 365

Reference letter from the COO available on request.