



JOSEPH HOWELL

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www.BillyGoatCreative.com

513.237.6271

Salt Lake City, UT

EDUCATION

University of Cincinnati

College of Design, Architecture, Art and Planning

Bachelor of Science in Graphic Design

Class of 2011

ACTIVITIES/HONORS/INTERESTS

Honors College

Cincinnatus Scholar

National Society of Collegiate Scholars

Best of Festival Award in Backcountry Film Festival

Playing in the Mountains

Learning New Things

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

Photography/Videography

Production Design

Microsoft Office

FileMaker Pro

Final Cut Pro



**BILLY GOAT
CREATIVE**

WORK EXPERIENCE

Sundance Institute

Park City, UT

October 2014–February 2017

Contracted designer. Projects included brand development, design and management of environmental graphics, and ad campaigns for Institute events and labs.

Infinite Scale

Salt Lake City, UT

July 2011–December 2013

Full-time graphic designer and studio photographer. Part of the design team for all phases of client based projects ranging from programming to designing to implementation.

Cloud Gehshan Associates

Philadelphia, PA

June 2009–September 2009, January 2010–March 2010

Full-time co-op. Worked on programming, schematic and design development on client based projects.

Exhibitgroup Giltspur

Hebron, KY

June 2008–September 2008, January 2009–March 2009

Full-time co-op. Worked with clients to design and produce signage and exhibit projects.

Utah Olympic Park

Utah Olympic Legacy Foundation

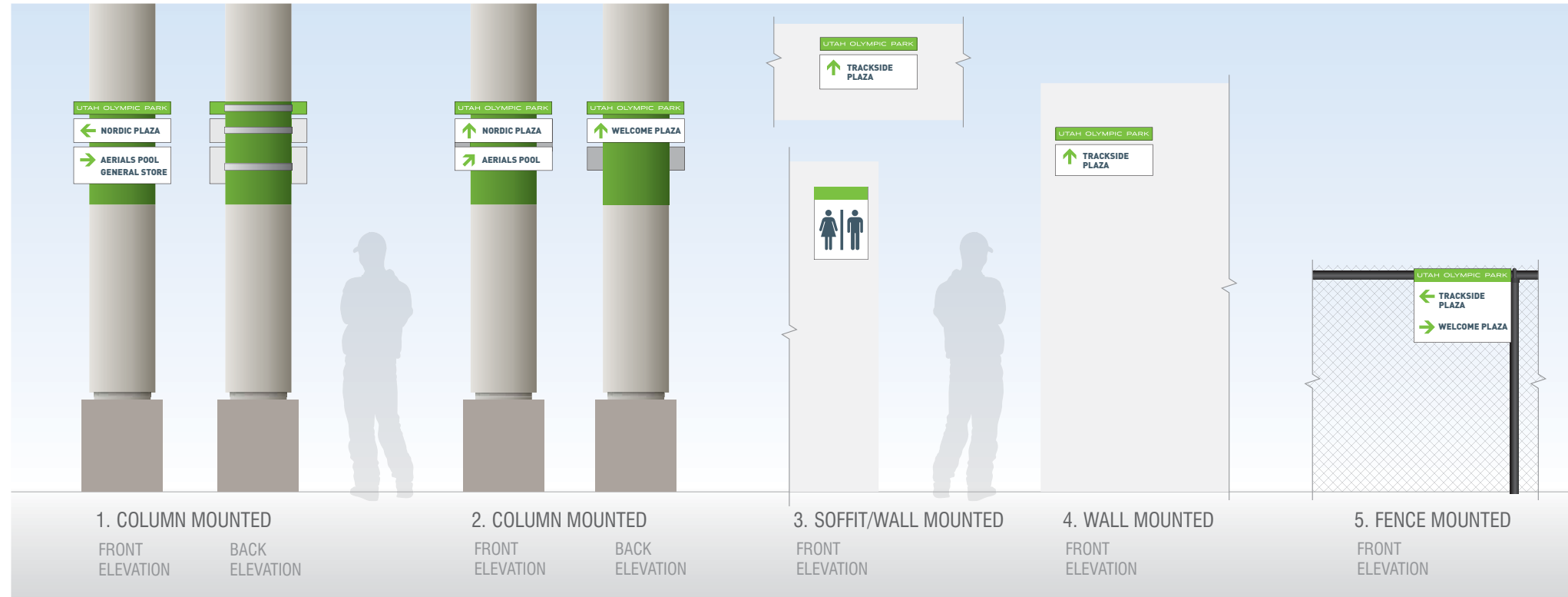
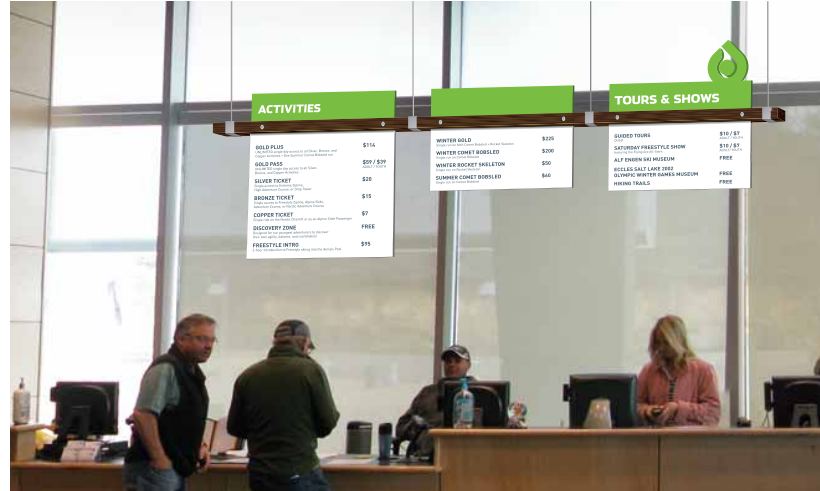
Brand integration and a full refresh of the park's vehicular and pedestrian wayfinding signage.

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Utah Olympic Park

Utah Olympic Legacy Foundation



Sundance Film Festival 2017

The Sundance Institute

Led the Park City based design team in the development of the 2017 festival brand. At the core of the brand was the use of light as art. Embodying the filmmakers process of turning chaos into uniformity.

After completing a detailed brand book, my task transitioned to designing and managing the environmental graphics.



Sundance Film Festival 2017

The Sundance Institute



Sundance Film Festival 2016

The Sundance Institute

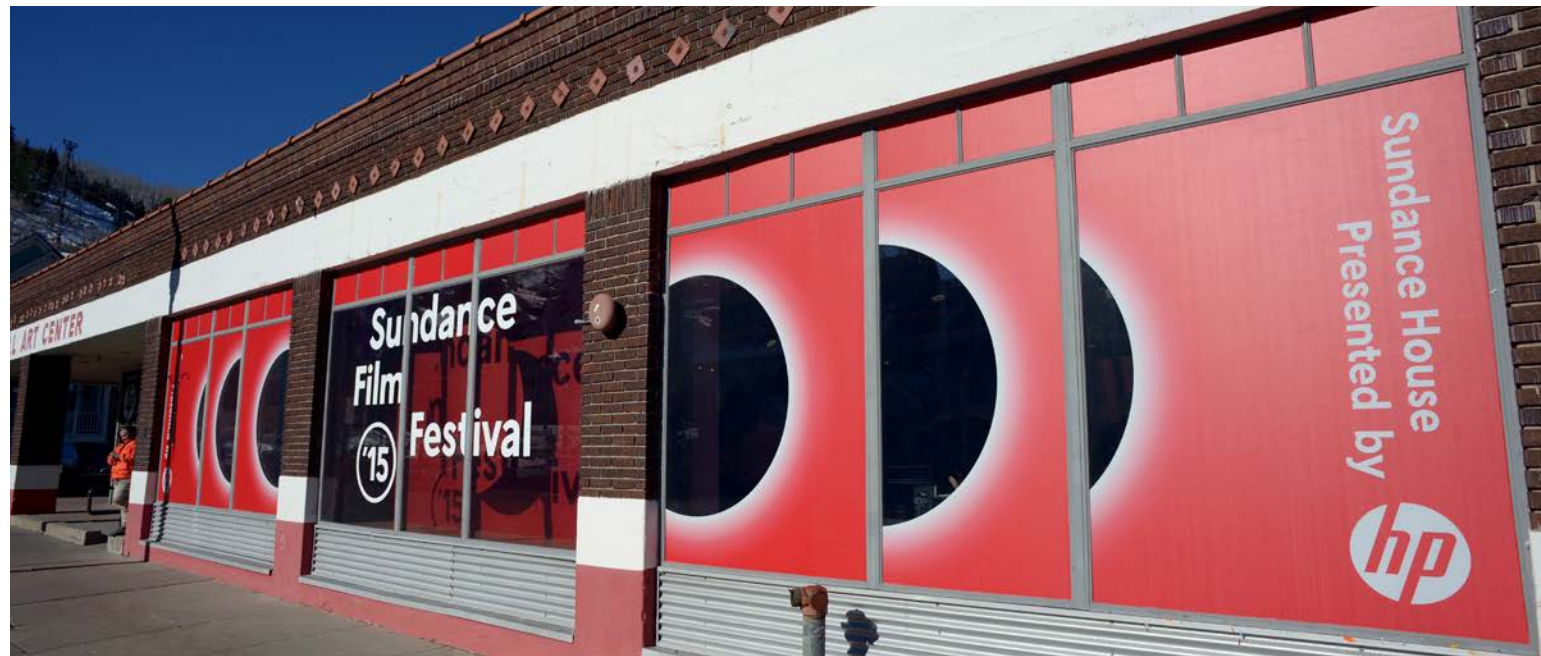
Mother Design, out of NYC, developed a system of gestures to express the creative and cultural impact of the festival's films. Using these graphic elements, it was my responsibility to design and manage the environmental team from concept phase through production and installation.



Sundance Film Festival 2015

The Sundance Institute

Designed and managed the production of the environmental graphics for the 2015 festival in Park City, Utah. The eclipse graphic system was developed by Mother Design to remind attendees how ephemeral and unique the festival is.



Petzl America Headquarters

Petzl

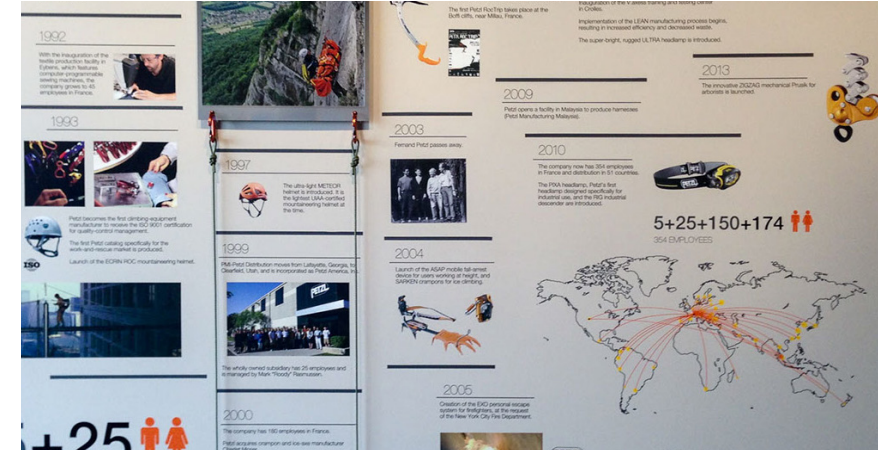
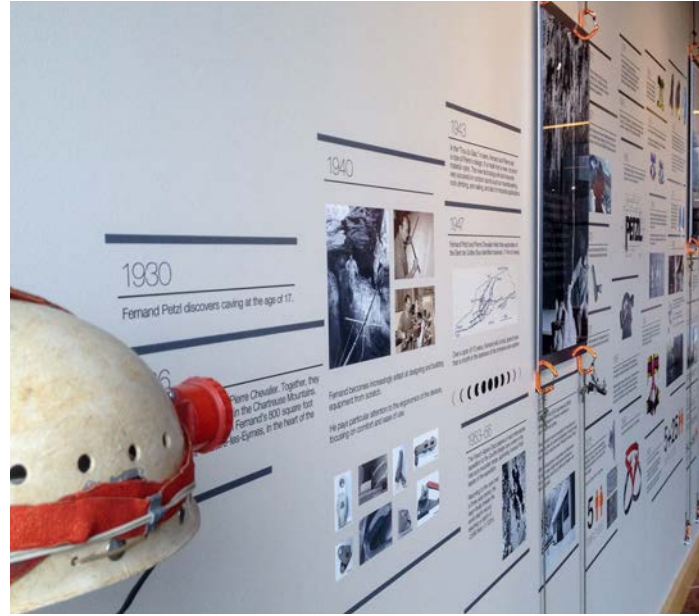
Hired by AJC architects to integrate the Petzl brand throughout the new HQ. Using the themes of safety, lighting and verticality, a company “museum” was built to welcome visitors.

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Petzl America Headquarters

Petzl



2012 PAC-12 Football Championship Game

PAC-12 Conference Committee

This annual football championship takes place at a different PAC-12 college each year. Using the “Band of Excellence”, the stadium was transformed to welcome the two teams and attendees.

Worked on design team as well as event photographer.

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**2012 PAC-12 Football
Championship Game**
PAC-12 Conference Committee



2011 PAC-12 Football Championship Game

PAC-12 Conference Committee

The inaugural championship game took place at Autzen Stadium in Eugene, OR. Being the first game of its kind, it was important to make an impact and set a precedent for years to come.

Worked on design team as well as event photographer.

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UNA Brand

Utah Nonprofits Association

UNA Mission: To unify, strengthen and elevate Utah's nonprofits.

An association that works to create strong united communities needed a rebrand that communicated this connectivity.

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Strengthening Organizations
That Strengthen Our Community

Old Logo



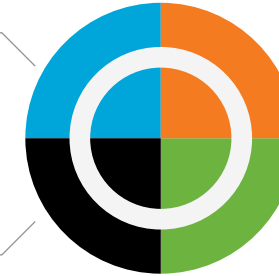
COLORS

PMS 639

C95 M1 Y11 K2
R0 G158 B204
HEX009ECC

PMS 166

C0 M57 Y84 K2
R255 G103 B64
HEXE16740



PMS 419

C61 M50 Y78 K70
R89 G89 B85
HEX595955

PMS 369

C55 M0 Y92 K3
R98 G160 B68
HEX62A044

When to use which color space

- PMS** Fine Offset Printing
- CMYK*** In-house Printing, Digital Printing
- RGB*** Screen, Web, PowerPoint
- HEX** Web Code

* these formats will cover 95% of UNA's day to day needs

TYPOGRAPHY

DIN – Available for purchase from www.fontfont.com

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890!@#%\$%^&*()_+ =

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890!@#%\$%^&*()_+ =

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890!@#%\$%^&*()_+ =

Arial – Alternate system font to use when DIN is unavailable

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890!@#%\$%^&*()_+ =

ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890!@#%\$%^&()_+ =*

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890!@#%\$%^&*()_+ =

MMP Promotional Pieces

Miller Motorsports Park

Part of the design team that developed the brand language, the aim was to create a powerful, bold and fast system that fit the motorsports park image. This system was then used for informational and promotional pieces for a series of experiences at the motorsports park.

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Wide Open Wednesday
Pure. Adrenaline. Rush.

Miller Park Racing Association
Live the Dream!

Open Track Days Automobiles
Satisfy your need for speed!

Open Track Days Motorcycles
Satisfy your need for speed!

Club Racing
Utah Kart Championship
Speedway Karting

Yamaha Champions Riding School
Two and Three-Day Riding Schools

Miller Motorsports Park Off-Road School

Mustang Driving Experience
Racing Fan? Speed Addict? Thrill Seeker?

2011 Off-Road Thru-Ride Dates

Date	July 13	August 10	September 7
May 11	July 13	August 10	September 7

2011 Off-Road Experience Dates

Date	April 2	May 21	August 20	October 8
April 2	May 21	August 20	October 8	

2011 Mustang Experience Dates

Date	April 18	July 8	September 29	October 13
April 18	July 8	September 29	October 13	

2011 One-Day Off-Road Adventure Dates

Date	May 7	August 27
May 7	August 27	

Sign Up Today
435.27.SPEED
www.MMPschools.com

2011 EVENT SCHEDULE

April 30 - May 1
NASCAR K&N Pro Series West
SCCA Pro Racing World Challenge Championship
SCCA Pro Racing Trans-Am Championship

July 16-17
Ultra4 American Rock Sports Challenge

September 3-4
Bike Fest
Bonneville Vintage GP (AHRMA)

September 24-25
W.E. ROCK Grand National Championships

May 28-30
FIM Superbike World Championship USA Round
AMA Pro Road Racing
Larry H. Miller Superbike Challenge

June 25-26
Lucas Oil Off-Road Racing Series
Cruiser Fest

30 Minutes West of Salt Lake City in Tooele
www.MillerMotorsportsPark.com
Tickets = 435.277.RACE

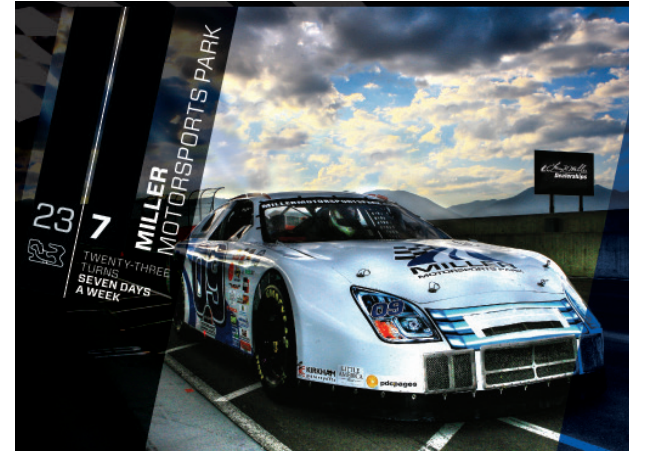
SEASON OPENER
Treat yourself and a friend to the premiere auto road racing event of the 2011 season at Miller Motorsports Park.

5 SERIES **7 RACES** **1 WEEKEND**

Buy one ticket, get the second free!
Courtesy of Larry H. Miller Dealerships
Certain Terms and Conditions may apply - see website for further information.
www.MillerMotorsportsPark.com

Redeem this coupon at:

- Energy Solutions Arena
- Spring Mobile Ballpark
- Miller Motorsports Park



...the perfect off-road fun for you!

...the only purpose-built off-road course.

...first line... any rider... students... at rese... y with a... p the st... g instru... e key tr...

Mustang Driving Experience
Racing Fan? Speed Addict? Thrill Seeker?

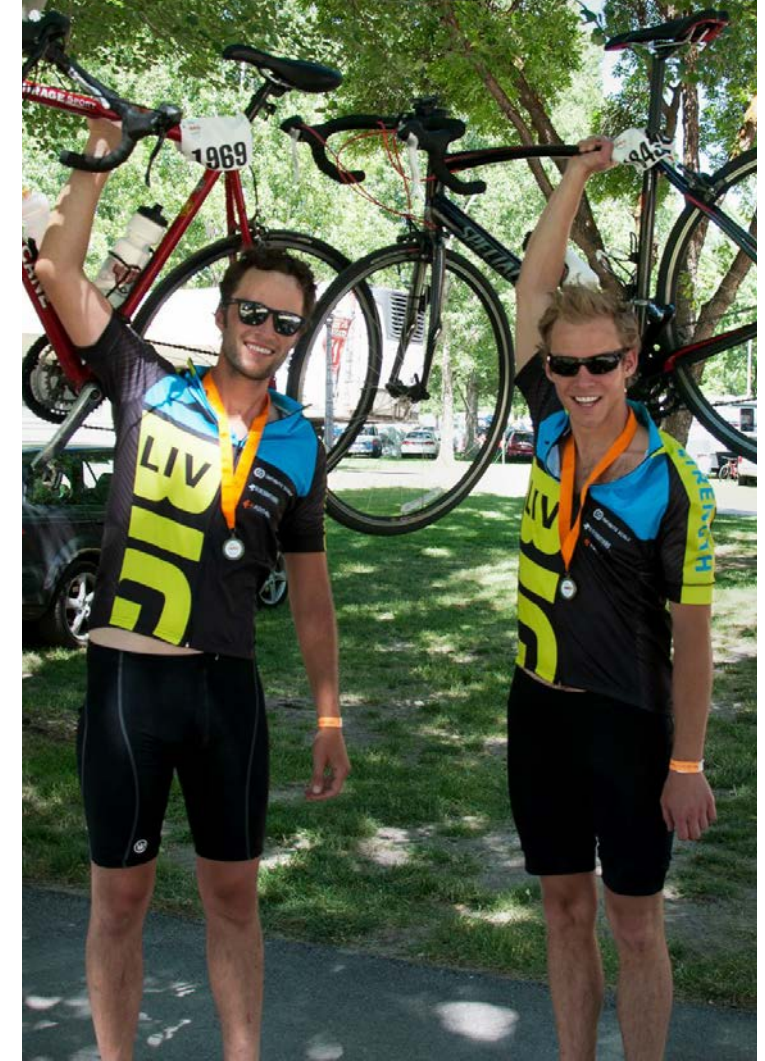
... Ride // \$20
... professional instructor-prepped Jeep Wrangler Rubicons. You'll see exactly...
... around our challenging off-road terrain. We'll...
... and desc...

LivBig Cycling Jersey

LivBig Foundation

The LivBig foundation was formed to raise awareness and funds to end Multiple Sclerosis. These jerseys are worn by the team at the annual Bike MS Fundraiser in Utah.

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LivBig Cycling Jersey

LivBig Foundation

Additional sketches.



Front



Back



Front



Back



Front



Back



Front



Back

2012 NHL All-Star Game

National Hockey League

This annual exhibition game takes over the host city with a weekend full of fan experiences and events.

With the 2012 All-Star Weekend taking place in Ottawa, Canada, inspiration for the events graphics were pulled from the surrounding ornate architecture. The hockey themed pattern was developed with a regal flair.

This system was designed in both French and English.

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2012 NHL All-Star Game

National Hockey League



2011 NHL All-Star Game

National Hockey League

The 2011 All-Star Weekend was held in Raleigh, NC. Paying tribute to the cities team, the Carolina Hurricanes, a graphic system of ice and storm was developed for the players to emerge from.

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2011 NHL All-Star Game

National Hockey League



The Powder Pilgrimage

Personal, this one was for me.

January 1st, 2014 I left Salt Lake City to travel in a camper with a friend. I spent the next half a year photographing and filming as we climbed mountains and snowboarded from Wyoming to Alaska.

We kept a website live to share our travels and upon returning I composed a thirty minute documentary. The film went on to win Best of Fest in the 2014 Backcountry Film Festival where it was shown to over 15,000 outdoor enthusiasts in 98 cities.

Film: <https://vimeo.com/106140437>



Thanks!

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