

ALJOSHUA SPRATLING

SENIOR GRAPHIC & MULTIMEDIA DESIGNER | CREATIVE PRODUCER

Brand Identity | Campaigns | Web | Motion | Video | Print | AI-Assisted Production

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PROFESSIONAL SUMMARY

Senior Graphic & Multimedia Designer and Creative Producer with 18+ years of experience turning unclear business and marketing needs into cohesive creative across brand identity, integrated campaigns, responsive web, motion, video, print, and large-format environments. Owns projects from discovery and concept through production, vendor coordination, quality control, and final delivery, often as the primary creative partner. Advanced Adobe Creative Cloud user who has incorporated generative image, video, voice, and prompt-based tools into real commercial workflows while protecting brand consistency, craft, and deadlines.

SELECTED IMPACT

18+ years | 500+ clients and projects | 25+ integrated campaigns | 1M+ cumulative creative views | Creative supporting events with 30K+ attendees

CORE SKILLS

Brand Identity | Integrated Campaigns | Creative Direction | Art Direction | Social & Digital Creative | Responsive Web Design | Motion Graphics | Video Editing | Print & Large Format | Typography & Layout | Visual Systems | Project Ownership | Stakeholder Collaboration | Vendor Coordination | Quality Control | Deadline Management | AI-Assisted Production

PROFESSIONAL EXPERIENCE

Independent Senior Graphic & Multimedia Designer / Creative Producer | Independent | 2008-Present

- Lead end-to-end creative projects, translating unclear business and marketing needs into polished brand systems, campaigns, websites, motion, video, print, signage, and audience-facing content.
- Develop complete visual identities and integrated campaigns that extend consistently across digital advertising, social media, responsive web, business collateral, promotional video, merchandise, and live-event environments.
- Create production-ready assets in Photoshop, Illustrator, and InDesign, then extend designs into motion and video using After Effects, Premiere Pro, and Final Cut Pro, including animation, compositing, titles, lower thirds, transitions, and branded video systems.
- Manage multiple concurrent projects, client feedback, revisions, quality control, and schedules while collaborating with business owners, marketers, developers, photographers, videographers, printers, event organizers, and production vendors.
- Design responsive websites and landing pages in Squarespace, Framer, Wix, and WordPress, aligning desktop and mobile experiences with broader brand systems and marketing goals.
- Develop reusable templates, visual systems, and AI-assisted production frameworks that improve consistency, accelerate recurring content, and adapt efficiently to changing requirements.
- Integrate ChatGPT, Higgsfield, Kling, ElevenLabs, and generative image, video, and voice tools into commercial workflows for conceiving, asset production, animation, voiceover, and recurring multimedia content.

SELECTED ENTERPRISE & CONTRACT EXPERIENCE

Contract Graphic Designer | BET Networks / BET International - Viacom | 2018-2019

- Created digital and social campaign assets supporting BET International and BET Awards programming while working within established brand standards and approval requirements.
- Designed animated social graphics, GIFs, promotional materials, and voting/how-to-vote content; adapted approved creative across multiple formats for fast digital distribution.

Contract Design Project | ESPN

- Designed a reusable graphics package for journalist Kelley L. Carter's virtual interview series, including branded backgrounds and lower-third templates used across multiple episodes.
- Built flexible episode-to-episode graphic elements that maintained visual consistency while accommodating changing guests and content.

SELECTED BRAND, CAMPAIGN & MULTIMEDIA WORK

Radney Financial Solutions | Brand Identity | Web | Digital | Print | Multimedia

- Created a complete customer-facing system across identity, business collateral, responsive desktop and mobile web experiences, marketing assets, AI-assisted promotional imagery, and multimedia.
- Translated the need for trust and clarity into a restrained, professional brand direction while maintaining consistency from print through digital applications.

Gold Lens Media | Brand Identity | Web | Motion | Social Video

- Built a cohesive identity across business collateral, web, and client-facing materials, then extended it into logo animation, video-introduction systems, branded lower thirds, and real-estate promotional content.
- Produced audience-facing video combining narration, property visuals, music, branded graphics, motion, and AI-assisted production within a consistent visual system.

Juicewave Holistics | Packaging | E-Commerce | Advertising | Video

- Developed product labels, packaging, web, advertising, and social creative, including UGC-style video combining product imagery, generated environments, motion, and voiceover.
- Transformed basic smartphone product photography into polished marketing visuals and built a scalable asset system supporting e-commerce, digital advertising, and product launches.

PrimeCare Mobility | Brand | Responsive Web | Digital Marketing

- Developed customer-facing brand visuals and responsive desktop and mobile website experiences for a mobility-focused service business.
- Produced promotional imagery, multimedia, and service-marketing assets designed to communicate reliability, trust, and professionalism.

Mo' Betta Entertainment / San Francisco Juneteenth | Integrated Campaigns | 2022-Present

- Produce recurring campaign creative across social, promotional video, print, billboards, signage, step-and-repeats, and event touchpoints for programming drawing 30K+ attendees.
- Maintain visual consistency while responding quickly to changing sponsors, schedules, partners, event information, and production requirements.

Mount Pleasant Baptist Church | Recurring Motion & Video Production

- Produce multiple announcement and promotional videos per week from supplied artwork and messaging, handling generated B-roll, animation, editing, voice integration, and final delivery under compressed timelines.
- Built a repeatable AI-assisted workflow that speeds recurring production while adapting each video to new events, speakers, programs, and messaging.

TOOLS & PROFESSIONAL DEVELOPMENT

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects | Video: Final Cut Pro | Web: Squarespace, Framer, Wix, WordPress | AI & Creative Technology: ChatGPT, Higgsfield, Kling, ElevenLabs, generative image, video, and voice tools | Additional: Canva, Microsoft Office, Google Workspace

Google AI Essentials - Google (Coursera)