JOSEPH MAGUIRE

Creative Director and Brand Strategist

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PROFILE

Creative director, brand strategist and studio founder with 20+ years of experience spanning brand identity, packaging, digital products, integrated campaigns and film. Combines hands-on design with strategic leadership across consumer products, fitness technology, hospitality, nonprofit and enterprise environments.

Led creative teams of 2-3 and managed 3-4 interns, while providing project organization and creative guidance within larger teams of five or more.

CORE EXPERTISE

Creative leadership: Creative direction, art direction, concept development, mentoring, production oversight

Brand systems: Research, positioning, naming, visual identity, packaging, brand guidelines

Digital and content: UI/UX, embedded interfaces, mobile apps, e-commerce, integrated campaigns, film

EXPERIENCE

ELEPHANTMARK LLC

Founder, Owner and Creative Director | Formerly Elephantik 2011 - Present

Lead a multidisciplinary branding and interactive design studio serving hundreds of organizations across technology, hospitality, food and beverage, fitness, education, nonprofits and professional services. Partner with founders, executives and marketing teams to translate business goals into brand strategies and visual systems across print, packaging, digital and environmental applications.

Guide projects from discovery through production, combining hands-on concept development and design with responsibility for client relationships, budgets, schedules, vendors and new business. Earned a 5.0/5 overall client rating across 21 Clutch reviews.

- Mentor interns and emerging designers in creative judgment, presentation and execution; former interns have progressed into branding and packaging careers.

SELECTED CREATIVE ENGAGEMENTS

DOHENY ROAD SPIRITS

Creative Director | Rodeo de las Aguas Tequila 2023 - Present

Lead ElephantMark's agency-of-record work for Rodeo de las Aguas Tequila, directing brand identity, packaging, campaigns, e-commerce and launch storytelling. Collaborate with ownership, marketing partners and production vendors to maintain consistency across bottle, box, web, social and video.

- Developed the integrated creative for 8:8 Limited Edition Reposado, an 88-bottle release featuring hand-applied beadwork by Huichol artisans.
- Wrote and directed the 8:8 cinematic launch film, developed its song and custom packaging, and brought original photography, narration and digital marketing together in one launch experience.

SELECTED CREATIVE ENGAGEMENTS

MYE INC. / MYE FITNESS

Creative Director 2019 - Present

Lead creative development across fitness technology, commercial equipment, digital products and corporate marketing, including Revel Fitness Club, BodyScript and AppAudio. Design UI/UX for embedded commercial fitness equipment interfaces and mobile applications connecting consumers, fitness facilities, equipment and entertainment technology.

Direct product branding, websites, campaigns, sales materials and launch creative in collaboration with leadership, engineering, development, sales and marketing teams. Maintain consistency across physical equipment, software and marketing from early concepts through launch.

EDITORIAL LEADERSHIP

EXTENDED REACH FLORIDA

Editor-in-Chief and Co-Founder Current

Published at extendedreachusa.com

Lead creative direction, editorial strategy and digital design for a publication covering Florida business, development, lifestyle and community. Bring reporting, photography, storytelling and visual design together to create accessible, engaging coverage.

SELECTED EARLIER WORK

PUMA | 2010: Contributed to the international e-commerce rollout on a three-person creative team, designing nearly half of the site panels and a custom typeface used in marketing.

Thomson Reuters: Designed UX/UI for international compensation software and subsequent bonus-management software.

Inktank: Redesigned the company website.

Midokura: Provided contract art direction for interactive design and marketing.

JVS Boston: Brand and visual experience work for a Boston nonprofit, supporting its community-focused mission.

Hyatt Portland: Hospitality branding for Spoke & Fork, including visual identity and guest-facing communications.

PLATFORMS AND PRODUCTION

Adobe Illustrator and Photoshop; WordPress, Divi, Shopify and WooCommerce; interactive prototyping; film and video creative; voiceover and audio integration; AI-assisted music development with Suno.

EDUCATION

SYRACUSE UNIVERSITY

Bachelor's degree, Design and Visual Communications 2001 - 2005