

# Philip Joseph

Williamsburg, Brooklyn, NY 11211 646.238.0938 philip@pixelatedworld.com

## Objective

Creative Director / Experiential Designer and Business Consultant to secure projects where I can leverage my diverse experiences in leading breakthrough creative efforts and building powerful brands and experiences that inspire, serve community and environment, while working within a triple bottom line business model.

## Summary of Qualifications

I am a visionary creator with over fifteen years of experience in the fields of design, sound, entertainment and business; spanning commercial, experiential, installation, architectural, interior, fashion, entertainment, brand development and the healing arts. Eight years of lecturing and consulting on building sustainable business systems and design development. My efforts have helped my client's become prominent figures within their industry.

## Professional Experience

*Roles: freelance design / creative direction / brand development / business consulting / audio production / music composition / creative director and acting ceo of pixelatedworld / director and lead researcher of Avant Muse / live performer / lecturer.*

Working freelance and under the umbrella of my companies, pixelatedworld and Avant Muse, I have helped clients exceed their goals while targeting local and international audiences with innovative solutions and sustainable business practices.

### **KBS+ for by Harman CES show 2014 (Harman/Kardon, JBL, Infinity, AKG, Lexicon, Mark Levinson) August 2013 – January 2014**

*Experiential Design Director for Harman Consumer Electronics Show in Las Vegas, NV.*

- Designed for 400 products / points of interest across 13 brands in a 15k sq ft space.
- Provided cohesive glue between accounting, creative, client and fabricator spheres while guiding the agency through new terrain of experiential, their first in-house project of its kind.
- Created management tools and provided guidance for the account team to collect, organize and manage data flow for the requirements of the entire project.
- Directed three Art Director / Copy teams through top-level creative process.
- Made key hires of architects to support the needs of the project.
- Played a lead design and admin role on the largest scale project for the agency.

### **Avant Muse 2010 – Present**

*Interactive arts and media group. Owner & Director.*

- Inventor of CYMATIK, an interactive and immersive sound-vibration-water experience that is collaborative and educational.
- Creator of illumin-S, a custom-built laser based musical instrument interface and

## Philip Joseph

interactive experience for solo and group interaction.

- Curated and performed for TED.tv.
- Casting director for The Lucent Dossier Experience NYC.
- Hired as Creative Director & Consultant for various electronic music events and festivals.
- Designed & built Avant Muse Sound Studios in Williamsburg, Brooklyn.

### **Philip's Fresh Flowers 2009 – 2012**

*Family flower farm in New Jersey & Virginia. Partner.*

- Full corporate ID / Branding and Trademarking.
- Created a company culture that embodied the most sustainable practices in the cut flower industry. This led to creating breakthrough systems never before seen in the market.
- Designed the most sustainable packaging solution in the cut flower marketplace utilizing manufacturers that source and manufacture solely in the U.S. while implementing the use of alternative energies within the tri-state area.
- Built an order fulfillment and delivery logistics systems that streamlined process and diminished the role of wholesalers which enabled the operation to directly serve retail markets, including: Whole Foods, Wakefern (Shop Rite) and Ahold (Stop'n'Shop).
- Generated over \$2.5 million in new business over two years.
- Updated growing and packaging processes creating an estimated savings of \$250,000.00 over 2 years.
- Eliminated tons of non-recyclable refuse from the production process.
- Influenced the farm to register USDA organic, which was granted this year.
- Expanded production to Virginia, adding an additional three months to the growing season and better serving the east coast market place while cutting global carbon emissions by reducing imports.
- Developed an enterprise wide production management, tracking & order fulfillment system.

### **Sunshine Suites 2003 – 2008**

*Boutique office community with four locations in New York City.*

- Full corporate ID / Branding and Trademarking.
- Set the pace for the company to become the recognized leader in flexible office space in NYC.
- Facilitated company growth of 700%.
- Produced interior graphics, mural and way-finding, for over 80,000 sq feet of space, utilizing the brand artwork and design aesthetic to create an exciting and provocative atmosphere.
- Interior design and architecture, direction and implementation.
- Worked closely with architects through the design development phase for all spaces in order to keep consistent throughout all the locations.
- Designed and directed the build of an internal network that facilitates cross company collaboration and communication for all tenants in all locations.

## Philip Joseph

- Produced all marketing materials (graphic and copy), both online and in print.
- Consulted on lighting solutions to create a more productive work environment based on tested scientific research.
- The brand has been recognized by the London Stock Exchange as well as NYC Mayor Michael Bloomberg, who spoke on NY1 at the ribbon cutting for the latest space located in the Bronx.

### **Ike and Sam's Kettlecorn 2004 – 2008**

*Kettlecorn company that produces in Brooklyn, New York.*

- Full ID / Branding and Trademarking.
- Influenced the company to move the product offerings into the all-natural category and subsequently raising market share.
- Successfully launched a new food product to the New York City market.
- Helped the company earn shelf space at major New York City retailers, including Whole Foods.
- Designed a collection of vinyl toys along with a line of t-shirts and other branded merchandise based on the brand characters.
- Created a promotional tour of the college campuses in New York City.
- Designed mascot character costumes of Ike and Sam for promotional use.
- Created a cast of characters and storytelling built around the product offerings.
- Planned and designed a robust website with interactivity, games, community assets and ecommerce (was not launched due to the sale of the company).

### **2004 Baha Kutan**

*Men's wear label designed and manufactured in Istanbul, Turkey*

- Created the brand identity system for this fashion label.
- Designed a look book catalog that received extremely positive reception with Bergdorf Goodman, "the most compelling catalog that we have ever seen."
- Designed the spring/summer 2005 collection in Istanbul.
- Created the first line of graphic apparel for the label.
- Created a sub label that expanded the brand offerings to casual wear.
- Created technical packages for production facilities.

### **2006 Mark Lounge**

*Lounge in the Washington, D.C. area.*

- Collaborated with the lead architect while structuring the project.
- Created a thematic story based on the marks left on the human brain after sensory perception is received; "Mark" Lounge.
- Designed and installed 1,000sq. ft. of vinyl graphics, including logo / ID.
- The project was featured in Surface Magazine (No. 65, The Annual Design Issue).

### **2007 – 2008 Catherine Angiel**

*Jewelry designer in Greenwich Village, New York City.*

- Full ID / Branding and Trademarking.

## Philip Joseph

- Designed a new brand identity that reflected the designer's personality and in turn better targeted her market.
- Designed and produced collateral, product packaging and product display.
- Redesigned the Greenwich Village retail location to reflect the new brand.
- Consulted on the future direction of the brands offerings.

### Professional Experience

*fulltime design / creative direction*

#### **2003 – 2004 SCENYC New York, NY**

Position: Senior Designer / Creative Director

Company Synopsis: Small creative agency handling brand identity, web application, marketing, sound recording, record label and events production.

- Managed clients needs and communicated them to the design team.
- Directed interactive flash manual reviewing the functionality of the custom web / hand-held applications Scenyc developed for the client.
- Directed voiceover recording sessions and editing all audio for flash presentations.
- Produced marketing events.
- Brought in clients to the agency.

#### **1997 – 1999 Exhibit Network Inc. Ocean, NJ**

Positions: Builder, Fabricator and Junior Designer

Company Synopsis: Trade show booth and museum display design and fabrication house.

- Improved productivity and saved the company money by updating process and systems.
- Worked in various departments by utilizing skills as a fabricator / welder, builder, screen printer and graphic designer.
- Assigned to work on the design and production of installations for the George and Ira Gershwin Exhibit at the Library of Congress, Washington D.C. and exhibits for the Museum of Jewish Heritage, NYC.

### Education and Professional Training

George Washington University, Washington DC (2003)

Montgomery College, Rockville MD (2001 - 2003)

Mercer College, Mercer NJ (1996 – 1998)

DDP (1999)

### Work Examples

[www.pixelatedworld.com](http://www.pixelatedworld.com)

[www.AvantMuse.com](http://www.AvantMuse.com)

# Philip Joseph

## References

Letters of recommendation / testimonial can be found at [www.pixelatedworld.com](http://www.pixelatedworld.com).

## Programs

Adobe CS, Aperture, Microsoft Office, iWork, Logic Pro, Ableton Live and Final Cut Pro.

## Additional Skills

- Proficient in audio production, sound design and film scoring.
- I have composed soundscapes for Deepka Chopra and produced dance remixes for major and independent labels (including Sony Records) as well as perform at major festivals.
- Skilled in business logistics and team building. Well versed in implementing sustainable solutions. Understand the ability to create tiered, scalable solutions across mediums and locals.
- I play African percussion, the didgeridoo and experiment with sound as it relates to states of consciousness in scientific settings.
- I love to snowboard and have touched my limits in the Swiss-Italian Alps & the Chilean Andes.
- I meditate daily.