



# JOSHUA LEE TERRELL

PHONE: (336)266-3593

MEBANE, NC

PORTFOLIO: [www.joshualeeterrell.com](http://www.joshualeeterrell.com)

## EDUCATION

### AAS: Graphic Design

Certificate: Advanced Graphic Design

Certificate: Portfolio Design

Certificate: Web Design Design

Wake Technical Community College

RALEIGH, NC | 2020

Certificate: Basic Law Enf. Training

Certificate: Field Training Officer

Certificate: Cyber Crimes Training

Guilford Technical Community College

JAMESTOWN, NC | SEPT 2012- DEC 2012

## PROFICIENCIES

Adobe Creative Cloud

Custom Wordpress

Blender and Zbrush

Serif Affinity Graphics Software

HTML5, CSS3, JavaScript, PHP

Elementor, Divi, Beaver Builder

Lottie.js (SVG Animation)

Microsoft Office

Google App Suite

Proofhub, Asana, Trello

## INTERESTS

Blogging & Reading

Animation & Illustration

Custom PC Building

3D Printing Projects

Travel & Street Photography

Automotive Photography

## WORK EXPERIENCE

### Graphic Design & Brand Manager | from 2020 - Present

Morehead Planetarium & Science Center (UNC-CH)

- Responsible for ensuring that all media and content is adhering to the guidelines of the brand of Morehead Planetarium and Science Center.
- Collaborate with the Marketing Department and Exhibit/Programs Department to create any graphic design work they need.
- Supervises and project manages a team graphic designers to ensure all work in the department is on time, of high quality, and adheres to our brand.

### Graphic Design and Multimedia Contractor | from 2019 – 2020

RENCI (Renaissance Computing Institute/ UNC-CH)

- Edited and Captured video content for our various research teams.
- Creating Animation/Motion Graphic design.
- Created print and web design projects including print ads, collateral material, icons, logos, and motion graphics.
- Collaborated with various groups, nationally and internationally, to achieve the goals of several design projects.

### Freelance Graphic Designer and Photographer | from 2016 – Present

Self-Employed

- Contracted for a broad range of Graphic Design work such as branding, print design, and web design.
- Over 10 years of experience in Adobe Creative Suite.
- Experienced with Wedding, Portrait, Real Estate, and Automotive Photography.

### Detective Corporal | from 2008 – 2018

Alamance County Sheriff's Office

- Over 7500 hours of Project Management experience through case management.
- 3 years as a Major Crimes Unit Detective specializing in Fraud and Financial Crime.
- 3 years as a Patrol Deputy--was responsible for the general public safety and crime prevention in the jurisdiction of Alamance County.
- 4 years as a Detention Officer--was responsible for the safety and secured custody of the detention center's inmates and detainees.

### F-16 Fighter Crew Chief | from 2004 -2005

United States Air Force

- Veteran of Operation Noble Eagle which was an effort for homeland security.
- Managed and oversaw all maintenance of assigned aircraft during tour of duty exercising the ability to work under pressure and inclement conditions as a F-16 crew chief and in a team environment.



# PORTFOLIO

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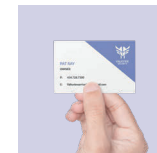
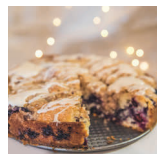
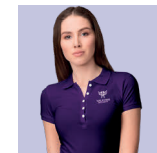
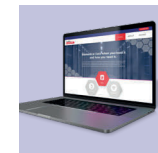
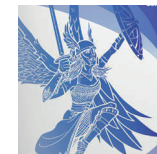
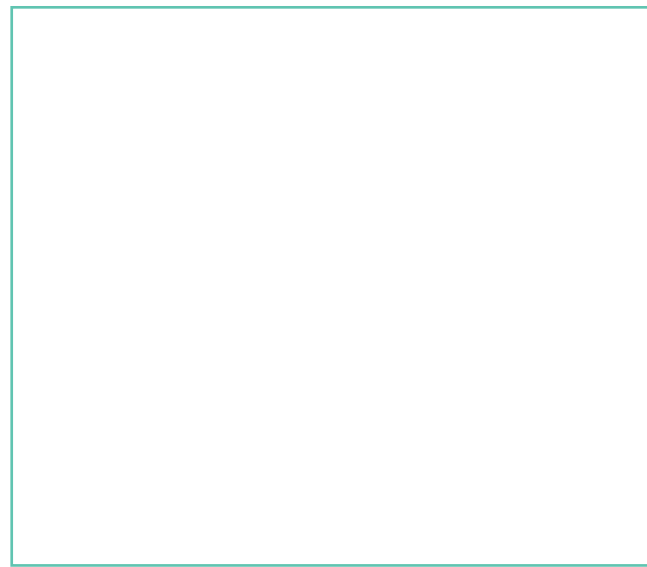
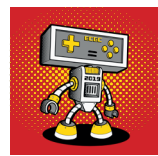
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# Multipage Publication Campaign

## Lil' Whoo Bakery Cookbook Series

For this campaign the client wanted a booklet that could be given as a gift item for friends and customers that had purchased large food orders. Not only did this include the layout design and illustrations to make this series of cookbooks; it required onsite photography and staging to get authentic images of the actual cookbook items.

### Additional Expansion

As part of this series, two booklet designs were made. One for Winter Themed baked goods and one for solely dessert food items. The design was to compliment the original design and leave it open for future designs later on.



**First Issue**  
The first cookbook, the largest of the series, establishes the playful design from which the rest of the booklets in the cookbook series are built on.



## Logo Design Campaign

# WRAL Digital Solutions Contest

WRAL Digital Solutions pitched a Logo Design Contest that was open to anyone that wished to submit a design. The logo plays on a hexagon motif and color from WRAL's current branding in order to maintain the familiarity of this highly recognized brand in North Carolina. This design placed in the contest and successfully integrates with the brand as intended.





## Environment & Promotional Campaign

# Think Big Conference

This campaign revolved around developing not only environmental advertisements for the Think Big Conference, but also to create collateral such as ID badges, T-shirts, and bags to be given out to attendees. The Think Big conference was geared towards raising awareness about education reform with the public.





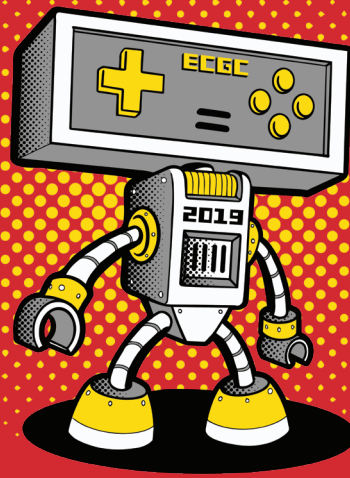
## Illustration Campaign

# East Coast Game Conference

The East Coast Game Conference is a conference that is held in Raleigh, North Carolina each year. This conference is targeted at the game developers in the area, which is a large industry in the central part of North Carolina. The scope of this challenge was to develop a T-Shirt design that would be worn by event staff/volunteers and be sold in sizes from XS to 5XL to those in attendance at the East Coast Game Conference .

### Mighty Gamebot

I developed a mascot for the conference that matched the aesthetic of the brand on their website. The website has a black, white, and red color scheme with yellow accents.



**EAST COAST GAME  
CONFERENCE  
2019**



### Alternative Options

Additional designs were created to reflect alternative aesthetic options for the client to choose from.





# Science Illustration and Web Design Campaign Renaissance Computing Institute

Renaissance Computing Institute (RENCI) is a Data Science research institute attached to the University of North Carolina in Chapel Hill. This campaign is a snapshot of daily projects within the organization. At anytime, a website for an up and coming project would have to be designed and branding would be requested.

## STopTox

This data science project was a collaborative effort between RENCI, Duke University, and LabMol. Web and Logo Design was part of this campaign. A user friendly interface was designed for their web tool.





## Label and Package Design Campaign Lazy Llama Brewery

Lazy Llama wanted to develop a quirky, yet clean minimalistic design. Each version of beer required only a color change and name banner change. The rationale behind this simple approach was to make each beer distinguishable at a glance and to make economically feasible to the client so that down the line a whole lineup of products can be added with ease.





# Branding Campaign Valkyrie Security

The client for this campaign is a retired female prison administrator who went into the business of providing unarmed security for events and entertainment establishments. For this campaign, a name, logo, and branding was developed to establish the company's visual identity. The name "Valkyrie" was pitched as part of the name and the owner fell in love with it and wanted to build the brand from there.





## Logo Design Campaign

# Rough Cuts Film Festival

The Rough Cuts Film Festival is an annual event held at Wake Technical Community College which showcases the work of up-and-coming documentary filmmakers and film students. The festival's committee created a logo design contest to find the logo they will use moving forward. This logo was chosen by the committee and it is currently in use.





## Photography Campaign

# JL Terrell Photo

In addition to my work as a graphic designer, I also serve as a professional photographer. By offering wedding, event, portrait, and even automotive photography services to the public, I developed another skill to complement my work in graphic design.







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Email: [joshua@joshualeeterrell.com](mailto:joshua@joshualeeterrell.com)

Website: [www.joshualeeterrell.com](http://www.joshualeeterrell.com)