




# Joseph P. Stipan

Learning Designer - Graphic Designer - Content Creator

 (503) 927-7956

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## EDUCATION

### Arizona State University

**GPA: 4.0**

Tempe, AZ

*Master's Degree in Education (MEd) Learning Design & Technology*

December 2019 - December 2021

### Awards & Honors

- Honor Roll

### Washington State University Vancouver

**GPA: 3.8**

Vancouver, WA

*Bachelor of Arts (B.A) Digital Technology & Culture*

August 2017 - December 2019

### Awards & Honors

- Honor Roll

## PROJECTS

### SunModo's 20x20 Trade Show Booth Design | 2025

<https://www.facebook.com/sunmodo>

- Developed multiple designs for SunModo's 20x20 display of their most recent product to enhance brand recognition among solar racking installers and distributors at various trade shows
- Developed precise designs that align with the specifications and measurements provided, ensuring a seamless and effective representation of our brand at the event.

### SunModo Instructional Videos for NanoRack Installation | 2024

<https://www.youtube.com/@Sunmodo>

- Filming a full installation of SunModo's newest product on a demo roof vividly illustrates the step-by-step process and showcases its innovative features in a real-world setting.
- Proficient in filming, editing, and uploading the NanoRack installation.

### Columbia Freight Systems Inc. Rebuilt Website | Early 2023

<https://columbiarefreightsystems.com>

- Developed leadership skills while working within a group to re-design the company's website
- Designed from the ground up, using images and videos taken within the company's facility

## EXPERIENCE

### Marketing Coordinator

SunModo Corp, Vancouver, WA / Feb 2023 - March 2025

- Developed visually compelling layouts and graphics for monthly publications, enhancing overall reader engagement and brand identity.
- Created engaging instructional videos detailing the installation process of solar racking products, enhancing user understanding and product usability.
- Designed articles for SolarBuilder Magazine utilizing Photoshop and InDesign to ensure visually appealing and professional layouts.
- Managed multiple projects simultaneously, meeting tight deadlines while maintaining high-quality standards.
- Designed and maintained the company website, enhancing user experience and optimizing site functionality.
- Coordinated booth scheduling and layout planning to optimize visibility and engagement at various industry events.

### eLearning Developer | Multimedia Designer

Columbia Freight Systems, Portland, OR / June 2017 - Feb 2023

- Created a Learning Management Systems (LMS) to teach current Class A drivers updated driver safety and learning performance training virtually.
- Developed graphics and layouts for product illustrations, company logos, and Internet websites.
- Participated in new product planning or market research, including studying the potential need for new products.

### Creative Director

ToolBelt, Vancouver, WA / May 2019 - March 2020

- Created designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Organized and string together raw footage into a continuous whole according to scripts or the instructions of directors and producers.
- Prepared sketches of ideas, detailed drawings, illustrations, artwork, or blueprints, using drafting instruments, paints, and brushes, or computer-aided design equipment.


## TECHNICAL SKILLS


### 2D & 3D Design

- Canva
- 3D Printing
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat
- Maya
- Zoho Email Campaign


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## Columbia Freight Systems Truck Safety & Driver Performance Learning Management System | Winter 2021

*A truck safety learning management system (LMS) for Class A Truck Drivers. to review and learning throughout the year.*

- Supply ongoing yearly training to all Class A drivers
- Collaborated with Rise 360 (a web-based course creator) for the use of online modules
- Designed from the group up, from the layout to the website

## VanParksVision | Videographer | Fall 2019

*A mobile app that uses augmented reality to envision two upcoming city parks in Vancouver Washington.*

- Collaborating with a small team to create promotional and informational videos for both North Image and Marshall Park
- Creating storyboards and scripts for each video.
- Shot and edited six videos to showcase the effort to make Vancouver parks accessible to all

## Learning Management Skills

- Articulate 360
- Basecamp
- Microsoft Office
- Slack

## Programming

- HTML5/CSS3
- Twine
- WordPress Website Builder
- Wix Website Builder

## Audio/Video

- Adobe After Effects
- Adobe Audition
- Adobe Premiere Pro
- Adobe Spark
- Audacity
- Flipgrid
- GarageBand

## Application Software

- AI Software
- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Microsoft Outlook
- Teams

## ADDITIONAL SKILLS

- Adult Learning
- Booth Design
- Communication
- Curriculum Development
- Event Planning
- Script Writing
- Social Media Organizer
- Trade Show Development