



Joshua Rose

Visual Designer crafting experiences that endure in the mind, hand, and heart.

Detroit, MI
(313) 899-0135

[Email Me](#)
[My Portfolio](#)

EXPERIENCE

Founder & Creative Director | Titans of Type

FEBRUARY 2024 – PRESENT | ANTIGUA, GUATEMALA

Led the development of a podcast and web platform that helps designers and educators explore the lives and legacies of influential type designers. Responsible for content strategy, audience growth, and co-designing a digital companion tool to deepen engagement across five continents.

- Conducted market research and uncovered a major gap in design history resources tailored to contemporary creatives and educators.
- Grew an engaged Instagram audience of 1,500+ through consistent, organic content strategy.
- Collaborated with historic institutions including the St Bride Foundation, William Morris Society, and RIT to develop original educational content.
- Directed the creation of hand-illustrated maps charting the lives and work of key figures in type design history.
- Increased median podcast consumption time by 225% through listener research and strategic episode development.

Director of Media | Redeemer Detroit

JULY 2020 – PRESENT | DETROIT, MI

Oversaw all digital and print communications, including the website, web app, social media, podcast, weekly print materials, newsletters, and content for marketing, events, and conferences. Led brand and media strategy across platforms to support church growth and engagement.

- Led a comprehensive rebrand across web, print, and social platforms.
- Increased social media engagement by over 500% through targeted content and platform strategy.
- Boosted average website session duration by 38% through UX-focused redesign and content optimization.
- Led transition to new church management software, resulting in a 575% increase in monthly active users within 3 months.
- Managed a creative team to design & execute conference visitor experiences, including branding, wayfinding, & registration.

SKILLS

Digital product design
Rapid prototyping
User research
Wireframes
Journey mapping
Interaction design
Usability testing
Google Material Design
HTML & CSS (basic)
Typography
Design systems
Branding
UI Design
Project Management
Communication
Empathy
Historical Research

TOOLS

Figma
Adobe Creative Suite
Notion
Dovetail
Wordpress / Webflow
Zeplin
Miro

CERTIFICATIONS

**Conversation Design
Institute (CDI) | Designing
Conversations with Voiceflow &
CDI (2024)**



Visual / UX Designer | Jargaze

JANUARY 2017 – PRESENT | REMOTE

Provided visual and UX design support for marketing agencies, startups, and small businesses—primarily in the construction, building supply, and home renovation sectors. Focused on improving digital brand presence, e-commerce performance, and product storytelling.

- Improved e-commerce design systems, user flows, and graphic assets, increasing conversion rates by ~20%.
- Refined site architecture and navigation patterns, reducing bounce rates by ~25%.
- Developed visual branding and storytelling for new product lines and events, contributing to multiple successful launches.

Graphic Designer | LeadPlan Marketing

AUGUST 2017 – MARCH 2020 | TRAVERSE CITY, MI

Served as lead designer on a small creative team, focused on digital brand development and campaign execution for clients in the healthcare, wellness, and consumer health sectors.

- Designed and optimized landing pages for clients in e-commerce, healthcare, and construction, increasing conversion rates by ~20%.
- Developed a modular wireframe component system, improving strategic workflow efficiency by 30%.
- Planned and directed nine on-site photo shoots—covering staff, environments, products, and events—from pre-production through final delivery.

EDUCATION

College for Creative Studies | Bachelor of Fine Arts (BFA) *Interdisciplinary Art & Design*

AUGUST 2025 | DETROIT, MI

Built a foundation in visual storytelling through coursework in illustration, film, and design history. Emphasized narrative structure, user-centered communication, and research-driven creative direction, with applications in brand identity, content design, and experience design.

Completed final year through independent study while living in Antigua, Guatemala, conducting on-site visual and cultural research. Immersed in historic architecture, craft traditions, and local design practices to inform projects exploring place-based storytelling and cross-cultural sensitivity.

Google | UX Design

Professional Certificate (2023)

IBM | Enterprise Design

Thinking - Practitioner Certificate
(2022)

Hubspot | Inbound Marketing

Certificate (2017)