

Joe Jackson

Designer, founder, still building.

Creative strategy, brand systems, product and UX, and immersive environments — now leading creative strategy and the art department at Unified Packaging, after years in agencies, newsrooms, and companies of my own.

01 EXPERIENCE

Unified Packaging

Creative Strategy & Art Department Lead · 2025 — PRESENT · Denver, CO / Remote

- Run creative strategy, marketing, and the art department for a premium packaging brand — owning concept, hook, visual direction, and the production loop end to end.
- Designed and shipped AI-driven marketing app workflows that speed up creative ideation, asset versioning, and campaign production, replacing multi-step manual processes with one repeatable pipeline.
- Conceptualized, designed, and produced the luxury glass gift box for Taylor Swift's wedding reception — a celebrity-tier deliverable handled entirely in-house. [See the photos →](#)
- Built the studio's catalog of packaging and marketing systems while directing creative across multiple client brands in parallel.

Joe Jackson Creative

Designer · Creative Director · Consultant · 1998 — present · Denver, CO

- Creative direction, brand systems, product design, and user experience work for clients across healthcare, media, outdoor, energy, and the arts.
- Now also the home of the Build Forward keynote and the Intuitive Resilience™ work.

Drive Prodigy, Sim-Tech & Excel Driver Services

Lead Brand & UI/UX Product Designer · Feb 2016 — Dec 2024 · Denver, CO

- Spearheaded the complete product design and brand management for Drive Prodigy, Excel Driver Services and Sim-Tech Simulation Systems, encompassing all branding, VR product design, and large format vinyl printing.
- Led the product design and development of the Drive Prodigy web application, including wireframes, prototypes, and UX/UI design.
- Managed a multidisciplinary development team, overseeing project timelines, deliverables, and quality control.
- Developed and implemented SOPs for recruitment and job processes.

90octane

Web Developer & UX/UI Designer · Sep 2014 — Feb 2016 · Denver, CO

- Created responsive HTML email templates, landing pages, and WordPress websites for clients including TriZetto Provider Solutions, Jeppesen, Feeding America, and Gates.
- Designed and developed SummersCorner.com and EastEdisto.com, integrating HTML, CSS, and PHP with responsive design principles.
- Proposed and executed a comprehensive redesign and rebuild of the MWH Global (now Stantec) family of websites, completed within a year.

Media News Group / Digital First Media

Senior UX/UI Designer · Sep 2012 — Aug 2014 · Denver, CO

- Led UX/UI design for the digital portfolio, including The Denver Post, San Jose Mercury News, and St. Paul Pioneer Press, across desktop, tablet, and mobile.
- Key projects included the redesign of The Denver Post's native and mobile web applications, a mobile-first redesign of niche products, and the overhaul of the Post's commerce products.
- Conducted extensive user testing and developed wireframes and prototypes for stakeholder buy-in and user validation.

Genesis Inc.

Senior Web Designer · Oct 2009 — May 2011 · Denver, CO

- Collaborated on accounts including Beaver Creek Resort, Qwest, Pearl Izumi, and Frontier Airlines, delivering web design aligned with client branding and objectives.

Page1Solutions

Web Designer · Dec 2008 — Oct 2009 · Golden, CO

- Completed intensive training in CSS and search engine compliance, designing and building search-optimized websites for attorneys and plastic surgeons.

FactionMedia

Contract Print & Web Designer · May 2007 — Oct 2009 · Denver, CO

- Flash/HTML websites, identity packages, and brochures, including a Flash and video presentation for Avaya Telecommunications.

MontanoSolaria

Contract Print & Web Designer · Jun 2005 — Oct 2011 · Denver, CO

- Developed user interfaces, identity packages, and web and print materials, including iCinematographer.com, a resource hub for filmmakers.

JM Marketing

Lead Designer · Jul 2004 — Jun 2005 · Denver, CO

- Led the design of Flash games and prize forms for PuzzlePayouts.com, incorporating custom sound and animation.

Enercom

Creative Director · Dec 2003 — Jun 2004 · Denver, CO

- Directed design for more than a dozen annual reports and marketing materials in the oil and gas industry.

Ridge Creative

Freelance Designer · Jun 2003 — Nov 2003 · Laramie, WY

- Full-color ads, promotional booklets, and a website for the Wyoming Board of Tourism and the University of Wyoming American Heritage Center.

FX170 Technical Marketing Group

Freelance Designer · Dec 2002 — Feb 2003 · Lafayette, CO

- Designed and built Flash and CD-ROM presentations, art-directed a small team, and contributed to marketing campaigns.

Ianni Group

Contract Designer · Sep 2002 — Jan 2003 · Denver, CO

- Promotional materials and point-of-purchase displays for brands including Mike's Hard Lemonade and Moosehead Lager, plus the rebranding of the Outlets of Colorado.

Factory Labs Design

Freelance Designer · Jan 2000 — Feb 2002 · Denver, CO

- Led teams creating web and print work for Copper Mountain Resort, Yeti Mountain Bikes, and Red Rocks Amphitheatre.

Navidec

Web Designer · Feb 1999 — Jan 2000 · Englewood, CO

- Creative lead on e-commerce websites, focused on interface usability and user experience.

Barking Otter Design

Web Designer · Apr 1998 — Feb 1999 · Denver, CO

- Promotions for the Denver Zoo, studio self-promotion, and direct mail pieces for the AIGA Colorado chapter.

Campus Events, Metropolitan State College of Denver

Graphic Designer · Feb 1995 — Mar 1997 · Denver, CO

- Conceived and designed websites, posters, banners, table tents, flyers, and ads for Auraria Campus events.

02 CAPABILITIES

Brand systems and identity · Product design, UX and UI · Design research and user testing · Prototyping, wireframes, workflow design · VR and immersive environments · Editorial, print and large-format · Creative direction and team leadership · Adobe Creative Cloud, Figma, Sketch, Adobe XD

03 EDUCATION

General Assembly

UI/UX User Experience Design course. · 2021 · Denver, CO

American College of London

Fine Art and Communication Design, with credit toward a BFA. · 1996 · London, England

Metropolitan State College of Denver

BFA, Communication Design & Art Furniture. · 1993 — 1998 · Denver, CO

04 AWARDS

Interactive

- BMA Gold Key Award, 2016 — MWH Global website
- HOW Interactive Design Annual, 2002, Merit — factorylabs.com
- Denver Ad Show, 2000/2001, Gold — Yeti Mountain Bikes consumer web
- Denver Ad Show, 2000/2001, Gold — Copper Mountain Resort, ridecopper.com
- Denver Ad Show, 2000/2001, Silver — Breeze/Max Ski Rentals website
- Coolhomepages.com, 2001, Site of the Day — netfaction.com

Print & Advertising

- Art Directors Club of Denver, 1998, Gold — Roswell event poster
- Art Directors Club of Denver, 1998, Judges Choice — Roswell event poster
- Art Directors Club of Denver, 1998, Silver — Dr. Ruth event poster
- Art Directors Club of Denver, 1998, Silver — editorial design
- AIGA Annual Awards, 1998, Hallmark Entertainment Award — Roswell event poster
- NACA National Graphics Competition, First Place — theme publicity

Published in

- CMYK Magazine, 1999 — Roswell event poster
- CMYK Magazine, 1998 — editorial design