Joseph L Rivers II – Brand Creative

Contact //510-915-1374 //website //email //Linkedin

//STATEMENT

I love creative puzzles, subtle connections, and building identities that bring people together. I'm drawn to the small details that help things click and bring people closer. I love shaping identities that connect teams and strengthen communities.

//SKILLS

Creative Strategy, Creative Leadership, Art Direction, Visual Design, Wayfinding, Graphic Design, UX/UI, Illustration, Animation+Motion Graphics, Pipeline Dev., Info. Architect, Storyboarding, Project Management

//TOOLS

Adobe Creative Suite, Figma, Frontify, Google Suite, Google Cloud Platform, FCP, Blender, Keynote, OSX/Linux/PC, Jira, Asana

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN
//Bachelor Fine Arts Illustration
Illustration

BROWN UNIVERSITY
//African American Studies

EXPRESSION COLLEGE
//Bachelor Applied Science
Animation and Visual Effects

LAURA CAMP - FLYING YOGA
//Yoga Teacher Training
200 hours

NAMASTE ANATOMY INTENSIVE
//Ada Lusardi Yoga
30 hours

LEAD VISUAL DESIGNER: BRAND EXPERIENCES

//SurveyMonkey 2022 — 2025

Led brand evolution across three major transformations, developing strategies, and operational systems to empower teams and align design with strategic business growth.
- Defined and executed content design strategies for SEO content to deliver 356 pages in 2024, which amounted to 2.4M engaged sessions.
- Oversaw design for organic social media (53k Insta, 43k X, 33k YouTube)
- Drove faster execution, stronger brand consistency, and reduced operational bottlenecks by creating scalable Brand-Assisted assets and empowering cross-functional teams with tools and workflows.

LEAD VISUAL DESIGNER: LEARNING EXPERIENCES

//Mackin Talent@Google Data Centers 2020 — 2021

Creative lead for Training Excellence (T-Rex)

Served as Creative Lead for Training Excellence (T-Rex), enhancing training systems for global teams.
- Led a multi-disciplinary team of 10 instructional and visual designers to deliver operational excellence to ensure thousands of employees were better trained, safer, and more prepared, leading to reduced risk, improved efficiency, and stronger organizational performance at scale.
- Created scalable design frameworks that elevated the quality, accessibility, and usability of learning materials.
- Established a unified visual language for learning to improve clarity, engagement, brand alignment, and safety compliance.

SENIOR ANIMATOR: LEARNING EXPERIENCES

//Clarity Consulting @Google Data Centers 2016 — 2020

- Produced a 3D animated safety film end-to-end, driving greater awareness and compliance across global teams.
- Delivered 13 2D animated EHS orientation videos, accelerating onboarding and improving emergency readiness at data centers worldwide.
- Led technical and creative direction for multimedia safety initiatives, strengthening workforce protection and operational resilience.

PROJECT MANAGER & PROGRAM COORDINATOR: STORYTELLING

//Pixar Animation Studio, Emeryville CA 2015

- Managed Pixar's Summer Story Intensive, a strategic initiative with Disney and China's SARFT (State Administration of Radio, Film, and Television) to grow the Chinese animation market from $17.7B (2015) to a projected $34.11B (2021).
- Recruited and led 12 top-tier Chinese animators through curriculum focused on storyboarding, narrative structure, improv, film language, and professional development.

PRE-COLLEGE INSTRUCTOR: GRAPHIC DESIGN

//California College of the Arts, Oakland CA 2016

- Designed curriculum and instructed college-bound students in creative tools, digital/analog design, critical thinking, digital literacy, and production management.
- Mentored students post-program with ongoing career guidance, portfolio development, and professional coaching.