



Design Portfolio 2026

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04

Introduction

I am a Seattle-based graphic and multimedia designer focused on strategic, idea-driven visual communication. My work uses skills in visual storytelling, animation, and digital design to translate complex objectives into clear and memorable creative. I am dedicated to creating inclusive, accessible, and impactful designs that serve community needs and inspire positive engagement.

Josh Knisely

Skills

Adobe Photoshop	
Adobe Illustrator	
Adobe InDesign	
HTML & CSS	
Adobe Premiere	
Adobe After Effects	
JavaScript	
Wordpress	
Photography/Videography	

Expertise

Logo and Icon Design

Video and Animation

Displays and Signage

Marketing Strategy

Web Design

Objectives

To translate strategic goals into clear, inclusive, and memorable visual systems that inspire community action and positive behavior change.

To collaborate with diverse teams in creating impactful designs that serve the public, communicate complex information with clarity, and advance equity in every project.

To approach every design challenge with thoughtful, creative problem-solving that strengthens brand cohesion and enhances the user experience for all.

To continually learn and adapt, ensuring my work remains effective, innovative, and responsive to the needs of a dynamic community.

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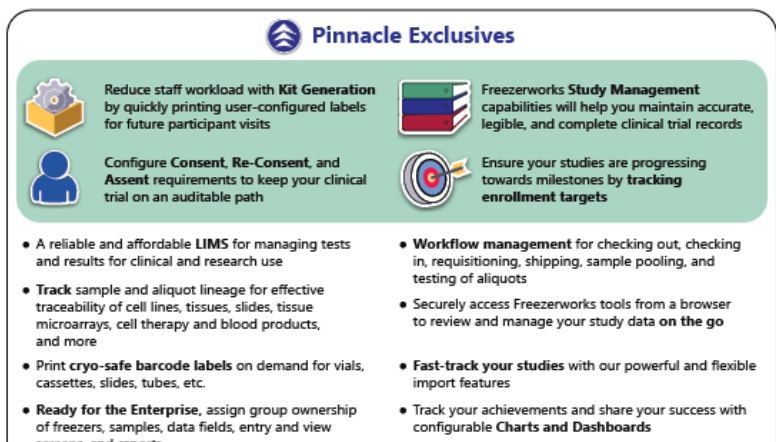
 joshknisely.com

 [joshknisely](https://www.linkedin.com/in/joshknisely)

06

Graphic Design

Graphic design is often an audience's first exposure to a brand, making it crucial to communicate messages effectively. Strong design creates a clear and consistent story across every point of contact. Whether for a product launch, an event, or an ongoing initiative, I build visual languages that make complex information approachable and a brand's purpose tangible.



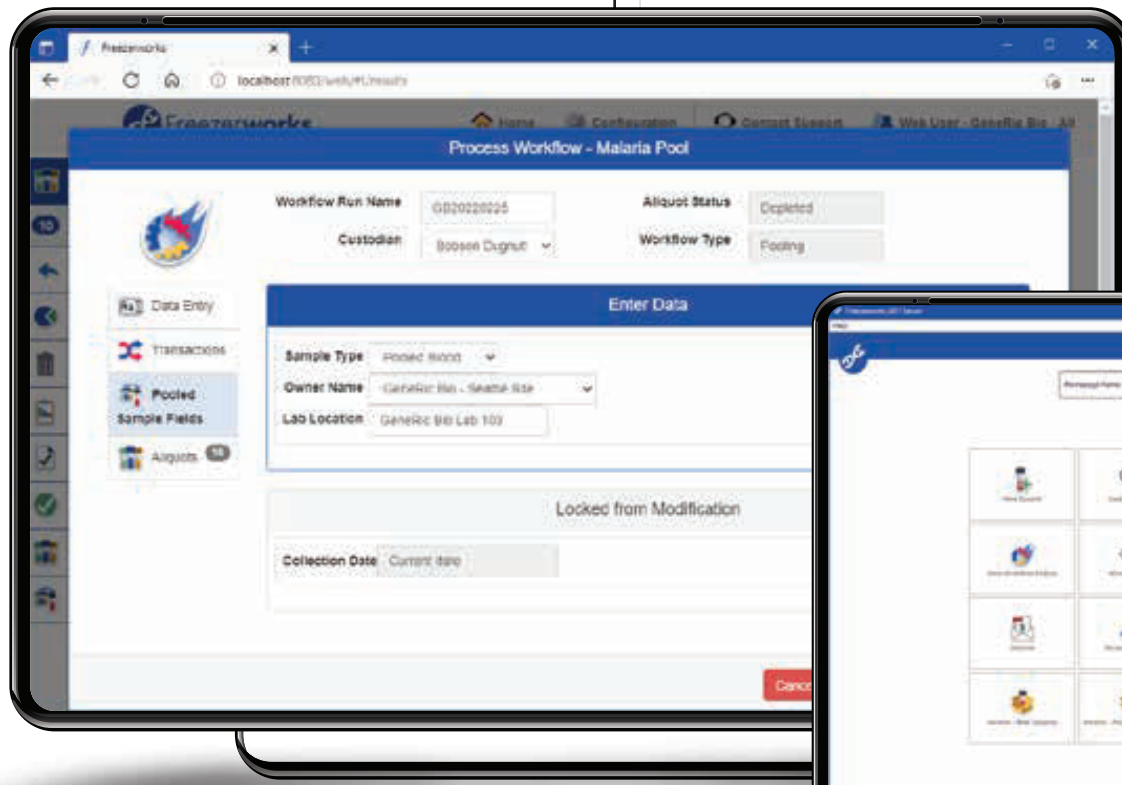
08

UX/UI Design

Whether it's designing intuitive navigation, clean layouts, or engaging visual elements, my goal is to enhance the overall user journey while maintaining a consistent brand identity. Working alongside developers, I ensure that design elements are not only visually striking but also function smoothly across platforms and devices.

based applications to an entirely javascript product. Many of the features were designed to emulate PRAXIS 10, but was capable of loading faster and was more compatible with mobile devices.

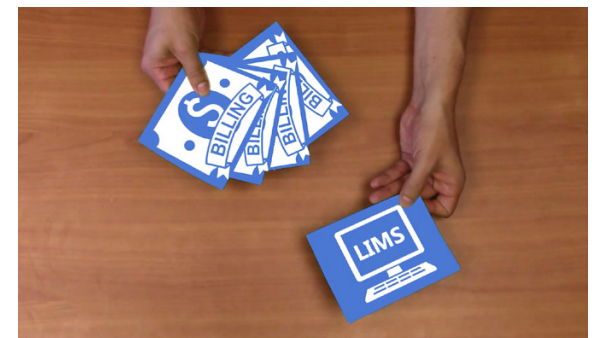
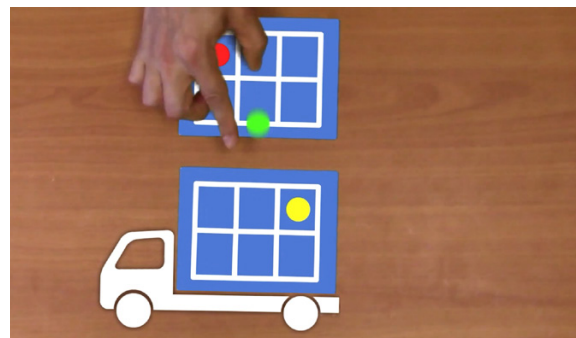
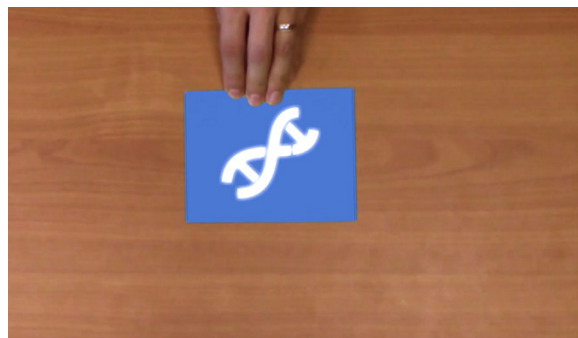
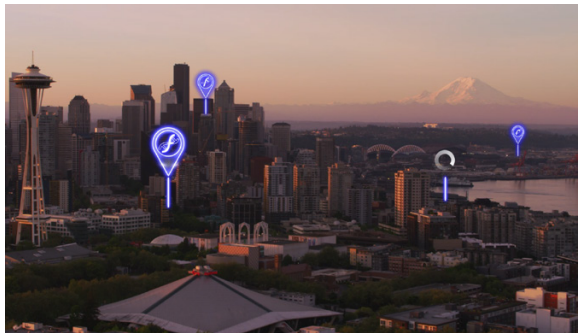
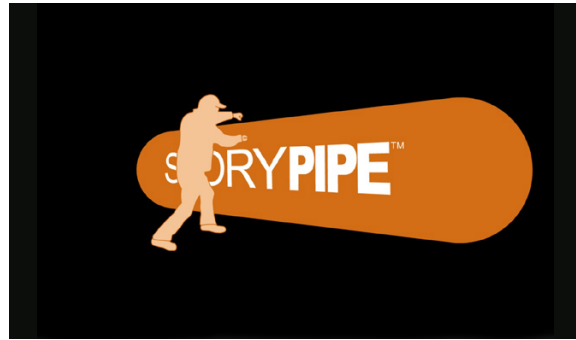
1. Clicking this step displays an image.
2. Clicking this step displays selectable code.
3. This step is plain text. No image or code is shown when selected.
4. You can quickly scan through the steps by pressing the TAB button.
5. Link text includes style for cautions or tips, shown below.
6. If a step includes additional vital information, use a **CAUTION: You need to know this!**.



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Video and Animation

From conceptualization to final cut, I work with video to produce smooth, polished animated logos, promotional videos and compelling social media content that align with a brand's message.



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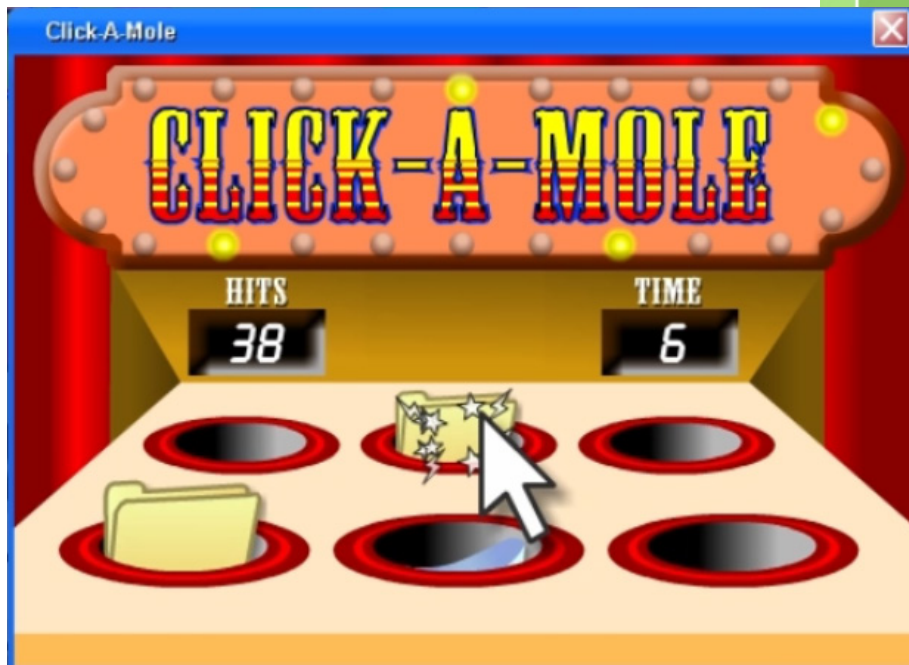
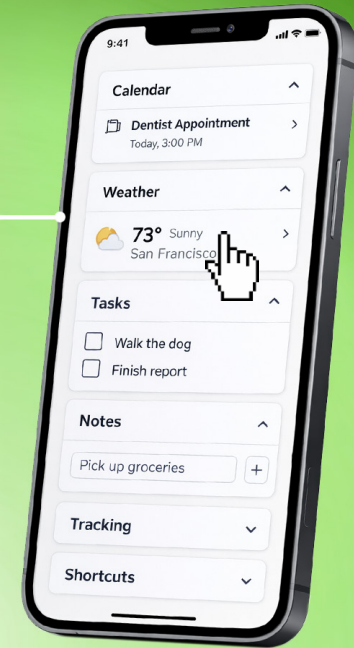
Interactive Design

By combining creativity with functionality, I aim to design interactive tools, games and content systems that not only meet user needs but also contribute to a memorable, seamless experience across digital platforms.



Today Screen

From the Today screen, you can access most of the programs and functions of your mobile device.

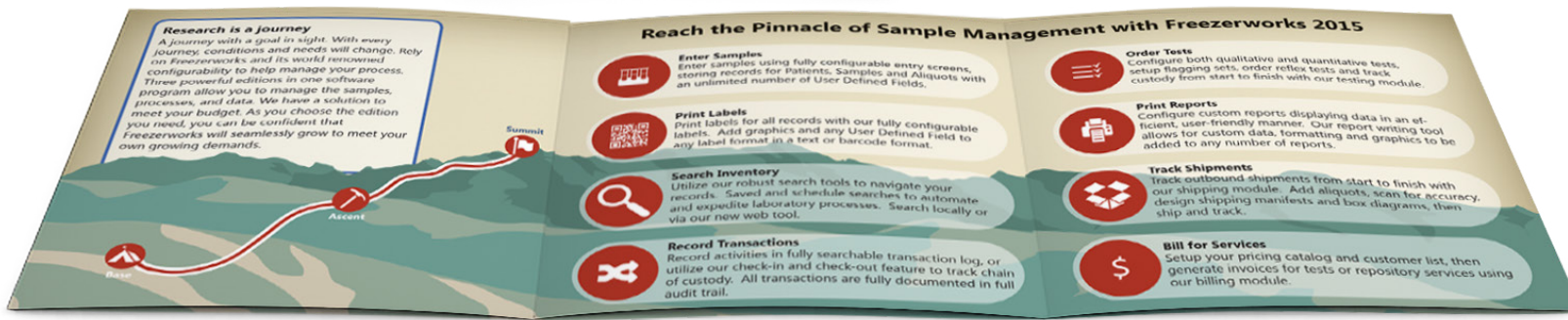


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Marketing & Brand Identity

I develop innovative marketing campaigns that use visual storytelling to connect with diverse audiences. My work focuses on turning strategic goals into clear, engaging narratives that resonate across digital, print, and experiential channels. I craft cohesive visual systems that are both impactful and accessible, ensuring consistent brand messaging that builds understanding and trust.

The following pages contain samples from specific projects and products.



Dataworks Development Inc.

Brand Guidelines

Overview

Our visual identity represents our brand consistently over all media where our company is identified. Correct use and consistent application of visual identity create brand continuity and cohesive messaging.

Logos

Exclusion areas (x) should be observed when placing logos.

Logos should only be sized so that the trademark is still legible.

Usage

Logos should be clear and well contrasted against their background.

Distorted, miscolored, placed against a noisy or confusing background, or otherwise nonstandard logo usage violate brand guidelines and should be avoided.

Dataworks Development

Freezerworks

Correct Use

Incorrect Use

Brand Colors

Freezerworks Blue and Gray are the official company colors in our brand identity and should be dominant in all print and web marketing materials.

Any assets involving the product, including the web server and externally linked web pages not already associated with the website, should use the In-Product Blue in place of Freezerworks Blue. All other colors in the Stickerbook theme still apply in these instances.

While Freezerworks Blue and In-Product Blue should be used as the dominant color in their respective spaces, it should be permissible to use the other as an occasional accent color.

Freezerworks Blue

CMYK 100 99 0 0
RGB 16 6 159
Hex #10069F

Freezerworks Gray

CMYK 10 71 4
RGB 216 215 223
Hex #D8D7DF

In-Product Blue

CMYK 94 77 0 0
RGB 35 82 160
Hex #2352A0

Secondary Colors

Most marketing assets should be dominated by Freezerworks Blue and Gray, with secondary colors as accents according to the 60-30-10 rule. Representational images such as in-product icons are exempt from this rule.

Freezerworks Black

True black (#000) should be avoided when using text in print and web. Instead, use Freezerworks Black (#000000), listed to the right.

Typography

Segoe UI is the default font used in all Dataworks print, web, and product assets, except where prohibited by license agreement, such as when embedded in web pages or PDFs.

Anytime the Segoe UI font is not usable, it shall be replaced with the Arial font family.

Wherever possible, text should be in Freezerworks Black.

Stickerbook Styles and Icons

Stickerbook is the name given to the color palette and associated styles used primarily in development icons, and in marketing materials when deemed appropriate.

Stickerbook consists of the color palette above, with a white stroke and drop shadow.

Assets should be designed at 400x400 pixels using the Adobe Illustrator Stickerbook template, and exported to the desired format in the required sizes.

Design

Notes

*More information about Segoe UI: docs.microsoft.com/en-us/typography/font-list/segoe-ui
*Adobe Illustrator Stickerbook template can be found in the digital asset manager (DAM): dam.dewdev.local/?r=720&k=b48758b1b3

Use

In-product icons must be transparent PNGs exported as full-size 48x48px, or 24x24px "tiny" icons, unless otherwise indicated. "Tiny" icons should maintain proportionate strokes, with no drop shadows, and can be simplified versions of full-size icons for clarity. When icons have a solid background, drop shadows can be used for inner artwork, otherwise shading can be represented by darker areas slanted at a 45 degree angle.

Full-size

Tiny

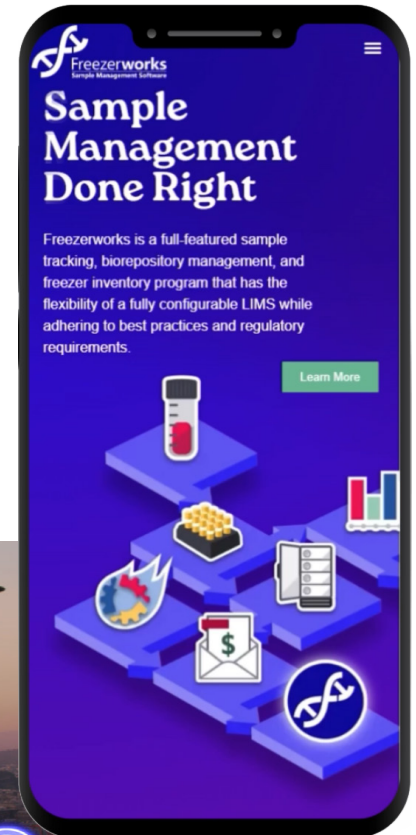
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Freezerworks

At Dataworks Development, I contributed to, created and deployed multiple campaigns for their medical research software Freezerworks. Using a “customer journey” strategy, I created campaigns for product releases, tradeshow, event promotion, social media initiatives, and online ad buys.

Assets have included websites and landing pages, brochures, mailers, multichannel digital artwork and videos, merchandise and experiential displays.

These campaigns concisely communicated complex scientific and medical concepts succinctly for a diverse global audience from scientists researching AIDS in the US, cancer in Hong Kong, and malaria in Uganda.



Fewer Steps, *Better Data*

OPTIMIZE

Data integrity with a sharp and branded screen design
No limits! Create an unlimited number of user defined fields that are dynamic and relational. Build links to fields, create data integrity checks, and design standout visual cues to alert you to important information as it changes. Screens are functional and elegant, specifically designed for your needs and ease of use.

Integration and web access
Freezerworks is a client/server application offering desktop power and security along with web browser access.

Integrate Freezerworks into your overall operations with these flexible features:

- A RESTful API to access your data
- Extensive and interactive documentation built by developers for developers
- An easy to implement SQL Views feature to see data (e.g. clinical patient or subject) from other programs while managing related samples in Freezerworks

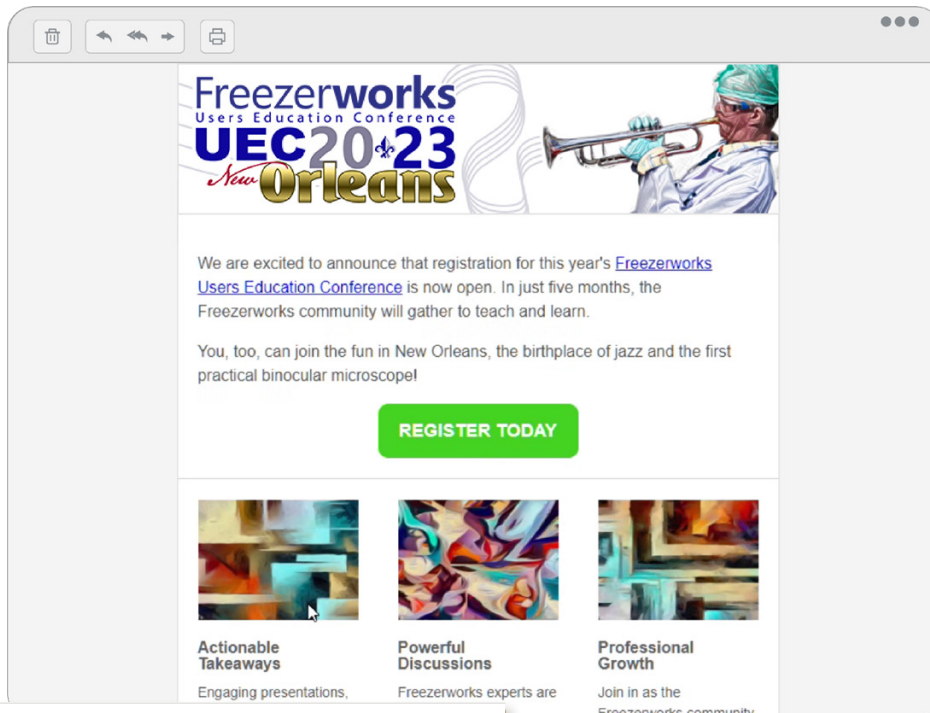
Use Workflow Templates to streamline tasks and guarantee staff compliance.

Users Education Conference

The annual Users Education Conference (UEC), organized by Dataworks Development, provides training and networking for client scientists and researchers. The 2023 conference in New Orleans featured a campaign designed to blend scientific themes with the local culture of jazz, creating an engaging and memorable identity.

I led the development of the complete campaign suite, including a landing page, email templates, direct mail, social media, print brochures, and digital ads. For the event itself, I created all branded materials: environmental signage, PowerPoint templates, attendee itineraries, and merchandise such as backpacks and stickers.

This coordinated visual campaign helped drive an 8% increase in attendance over the previous year.



Freezerworks
Users Education Conference
UEC2023
New Orleans

We are excited to announce that registration for this year's [Freezerworks Users Education Conference](#) is now open. In just five months, the Freezerworks community will gather to teach and learn.

You, too, can join the fun in New Orleans, the birthplace of jazz and the first practical binocular microscope!

REGISTER TODAY



Actionable Takeaways
Engaging presentations,



Powerful Discussions
Freezerworks experts are



Professional Growth
Join in as the
Freezerworks community



Freezerworks
Users Education Conference
2023
New Orleans
JOIN US!
October 9-11, 2023
The Hotel Monteleone

Upbeat Discussions

Learn how to orchestrate your sample management in ways that reduces costs and improves efficiency with engaging presentations, training, and one-on-one sessions.

Hit all the right notes

Meet an ensemble of Freezerworks experts ready to help you compose your sample management strategy and fine-tune your workflow.

Harmonize with others

Freezerworks Users have the opportunity to share their sample management success with others.



freezerworks.com/UEC



Freezerworks
Users Education Conference
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Hit All The Right Notes With Freezerworks

Hit All the Right Notes With Freezerworks

Hit All the Right Notes With Freezerworks

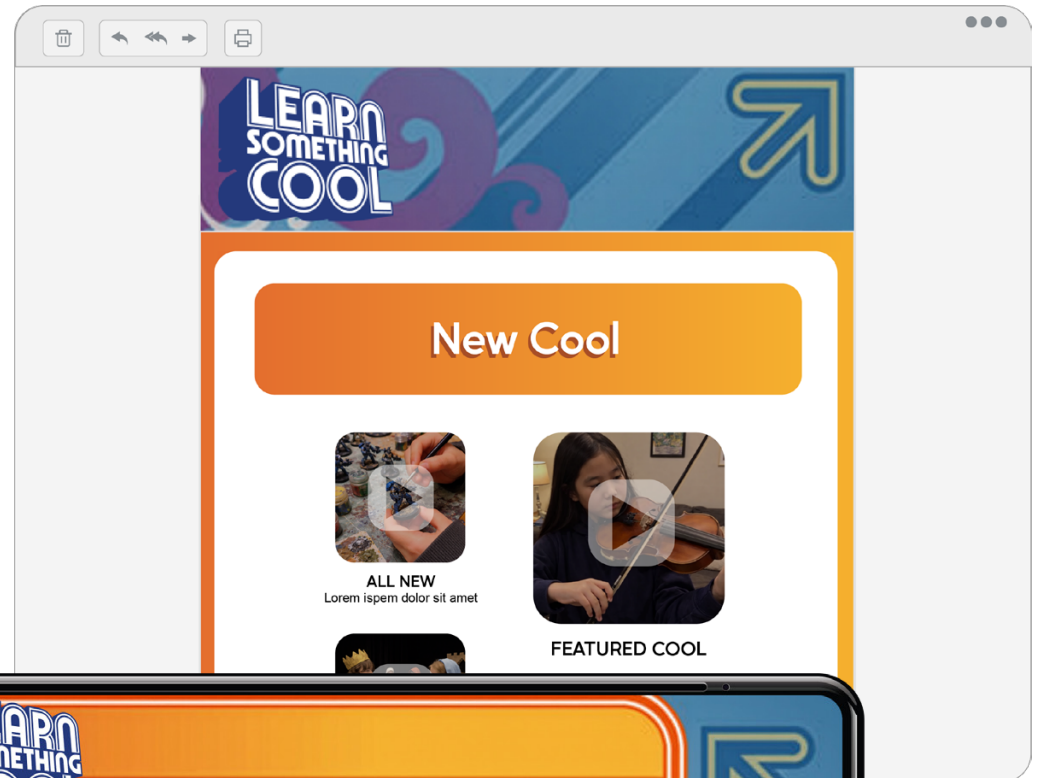
Hit All the Right Notes With Freezerworks

Learn Something Cool

Learn Something Cool was an educational social media platform created by Giant Campus where school-aged children could share skills. Users posted tutorial videos to teach techniques to their peers, from arts to technology, and discussed them in a moderated community.

The comprehensive launch campaign required building its complete visual identity. This involved designing an original logo, a promotional website, a series of email templates, and coordinated social media initiatives. All assets used a bright, engaging style to effectively reach both young users and their parents.

LEARN SOMETHING COOL

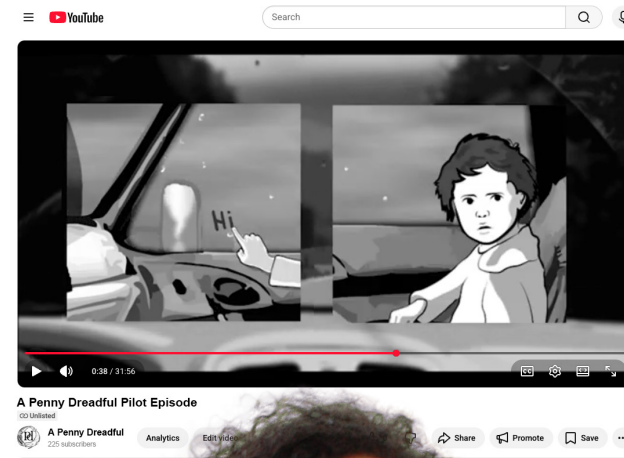


A Penny Dreadful

A Penny Dreadful was a pitch pilot for an animated adventure drama series.

To build an audience and secure funding, I designed and executed a full promotional campaign. This included launching an immersive website, developing social media assets, and producing a custom embossed press kit and exclusive merchandise.

The campaign drove a successful Kickstarter that raised over \$4,000 for further development and earned a feature segment on KIRO FM's *The Andrew Walsh Show*.





View my expanded portfolio at joshknisely.com

Josh Knisely