

# JOEY RAITON

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www.doublejumpjoey.com | linkedin.com/in/joeyraiton | Case Studies

**Target:** Creative Director | Design Manager | Graphic Designer – Brand, Marketing, & Product

Results-driven creative leader and graphic designer bringing 10 years of experience to boutique businesses and Fortune 500 companies. Team resource innovator who managed \$400K budgets and produced +\$30M cost savings by directing strategic solutions, unique creative concepts, and design management for world-class brands. Integrated 70+ user tests into designs to make more data-informed decisions. Oversaw teams of 8+ creatives and 22+ partners across pivotal work. Collaborative design manager committed to building and managing quality teams from the ground up.

## CAREER HIGHLIGHTS

**\$11.8 BIL**

IN GLOBAL SALE REVENUE  
GENERATED, A 7% YoY INCREASE  
DUE TO CREATIVE CAMPAIGNS

**12**

SUCCESSFUL PRODUCTS  
AND PROGRAMS LAUNCHED  
ACROSS NA, EMEA, & LATAM

**5**

INTERNAL PERFORMANCE-BASED  
PROMOS OF "EXCEEDS EXCELLENCE,"  
RESERVED FOR TOP EMPLOYEES

Creative Direction • People & Partnership Management • Team Leadership • Design Strategy • Design Systems • Branding • Logo Design • UI/UX  
360° Marketing • Illustration • Video Production • Instructional Design • Product Design • Research & Insights • XR Innovation • DE&I Advocation

**Systems:** Full Adobe Suite, Google Suite, Asana, Canva, Figma, Miro, Articulate, Salesforce, Wordpress, creative design, typography, iconography  
Video pre/prod/post production, scripting, storyboarding, Google Analytics, Meta Pixel, UserTesting.com, Meta Quest, ShapesXR, Unity, VR Prototyping

## PROFESSIONAL EXPERIENCE

**Double Jump Joey Design** | Brooklyn, NY

May 2023 – Present

### FREELANCE CREATIVE DIRECTOR

Offer brand, digital, video, motion, print, content, campaign, event, social, interactive, and experiential design consulting solutions for 15+ clients.

- Positioned environmental startup "Airobes" as the strategic design lead, building the brand image from 0 to 1
- Leveraged proprietary strategy workshop to brand NJ-based restaurant concept, including mission, values, logo, design system, and more
- Increased customer reach 12% (175% over previous year) after producing product video for "Little Spoon," informing users of toxins within food
- Strategized and designed startup pitch deck, logo, and explainer for AR product "ReframeXR," supporting its launch to EMEA angel investors

**Meta Platforms** | New York City, NY

January 2017 – August 2023

### HEAD OF DESIGN, VR, AND IMMERSIVE LEARNING | (January 2022 – August 2023)

Promoted to lead Meta for Education Team creative, setting executive design strategy for Immersive Learning. Directed global partners and expanded products to 150K users worldwide. Managed 7 reports in designing 450 projects for 9 product experiences later acquired by reputable external companies. Oversaw \$400K budget to recruit creatives, source and direct 10 partners, support creative projects, and achieve OKRs.

- Founded and managed Meta's 1st-ever Edu VR Research Cohort, working cross-functionally with UX to catalog and share 85+ VR data studies
- Provided design consultation enabling Meta's first official 'VR headset-to-university pipeline' and 1700 Quest donations to national institutions

### HEAD OF DESIGN, RESEARCH, AND PARTNERSHIPS | (January 2021 – January 2022)

Expanded role on Education Partnerships Team to lead Meta education x virtual reality research, team expansion into Latin America, and the transition of all education products to 3rd-party acquisitions.

- Led expansion into 30 new NA regions by designing marketing collateral for 700+ teachers, including 10 high-profile nationwide activations
- Drove team expansion into LatAm by creating a localized design system; led to 14M impressions (10x increase) and 24K leads (4x increase)
- Trained 3K employees on 'VR in Edu Products' by developing and hosting a live shareout with research partner CES and Meta senior leadership
- Partnered with Reingold agency to reposition the education pillar as a global brand; campaigns for new 'Meta for Edu' rebrand led to 18K leads

**Meta Platforms** [Continued] | New York City, NY

January 2017 – August 2023

**HEAD OF DESIGN** | (January 2019 – August 2021)

*Promoted to lead design, product, and partnership expansion for 45 XFNs on Education Partnerships Team after receiving top performance 2x YoY. Created new digitally-led music coding platform, including logo, brand elements, product interfaces, and microsite; program acquired by CodeHS. Implemented brand customization to Meta's new job placement program via a versatile & accessible design system; led to 416K impressions*

- Formed 1st-ever Edu Design Group, leading team metrics, mentorship, and performance reviews for 4 in-house reports (\$120M cost savings)
- Directed design product strategy for Meta's 1st-ever K-12 learning app; scaled to 3K users and led to major acquisition by Discovery Education

**SENIOR ART DIRECTOR** | (January 2017 – January 2019)

*Built design practice from scratch, helping Education Modernization Team executives achieve 2x organizational velocity and 5x portfolio increase by instituting foundational practices such as digital asset management (DAM), creative service requests, roadmapping, and more. Built Meta's initial education program, setting foundations for all future Education Team designs; created identity, marketing, website, collateral, and more.*

- Conceptualized and launched (5) 0-to-1 Meta products by instituting PRDs, market research, and user personas (+175% user satisfaction)
- Set GTM strategy for a national social emotional learning program with Yale University, applying insights and learnings from 35 focus groups
- Art directed media plan for photo and video shoots at 6 tentpole K-12 EdTech events; reached 5000 learners with a NPS score of 85%

**Nautica** | New York City, NY

November 2015 – December 2016

**SENIOR DIGITAL GRAPHIC DESIGNER**

*Repositioned brand awareness for Nautica with integrated campaigns, modern videos, and creative storytelling during 2016 rebrand (1.1M reach).*

- Designed inspiring multimedia marketing assets, increasing global sales by 7% (\$11.8B); featured in Esquire, GQ, Sports Illustrated, and more
- Produced 20 marketing videos for TBS, USA, and VH1, including Lil Yachty collab and first nationally-televised brand commercial in 4 years
- Edited 15 marketing videos, live streamed events, and partnered with major advertisers to introduce in-store videos rolled out to 65 countries
- Created national campaign for flagship store and runway show, including content strategy, concept art, signage, and Times Square billboard

**ASU Knowledge Enterprise Department** | Tempe, AZ

December 2014 – November 2015

**GRAPHIC DESIGNER**

*Designed unique visual comms for Research Dept. supporting high-profile initiatives assigned by Arizona State University President Michael Crow.*

- Increased brand affinity for 110K audience base, translating research into full-scale marketing, including infographics, brochures, videos, etc.
- Conceptualized unique look and feel for each high-profile department event, including award ceremonies, symposiums, and homecoming

**Awe Collective Agency** | Phoenix, AZ

August 2014 – December 2014

**GRAPHIC DESIGNER**

*Created video spots, food menus, and social media for local AZ clients; featured in Food & Wine, Travel+Leisure, Bon Appétit, and Phoenix news.*

## EDUCATION

**BSD in Visual Communication Design (Minor in Digital Culture)** | Arizona State University – Tempe, AZ

Barrett, the Honors College: American Design Association Professional (AIGA) | Eagle Scout (Highest Honor in Scouts BSA)

**Certifications:** Certified UX Specialist (General Assembly), Certified XR Designer (Circuitstream), Certified Equity Fluid Leader (Berkley, Haas)