

JOEY RAITON

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

Results-driven creative leader with 12 years of experience, specializing in complex cross-functional Fortune 500 companies and boutique businesses. Resourceful innovator who managed \$400K budgets and produced +\$30M in cost savings by directing strategic design solutions, 360° marketing campaigns, organized design systems, and user experiences for open-source platforms across all product surfaces (*desktop, mobile, Android, iOS*). Consistent track record of integrating user research to make more data-informed design decisions: 70+ focus groups to date. Oversaw teams of 8 creatives and main POC for 22+ external partners across Product Design, Branding, UX Design, Research, Engineering, Marketing, and executive leaders. Dedicated to creating user-centered design work from concept to completion, crafting world-class creative for communities worldwide.

CAREER HIGHLIGHTS

\$11.8 BIL

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

12

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

5

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

Creative Direction • Design Strategy • People & Partnership Mgmt • XFN Team Leadership • Executive Comms • 360° Marketing • DE&I Advocacy
Research & Insights • Project Mgmt • Design Systems • Product | Brand | UI/UX | Web | Motion | Social | Ads | Events | Instructional | XR/AI

Systems: Full Adobe Suite (Illustrator, Photoshop, etc.), Google Suite, Figma, Miro, Articulate, Salesforce, Wordpress, ChatGPT, Gemini, Asana, GTM, SOW
Typography, Iconography, Video & Motion Production, Google Analytics, Meta Pixel, UserTesting.com, Meta Quest, ShapesXR, Unity, VR/AR/MR Prototyping

PROFESSIONAL EXPERIENCE

Herberger Institute for Design & the Arts, Arizona State University (ASU) Online | Remote

January 2025 – Present

ADJUNCT FACULTY ASSOCIATE INSTRUCTOR

Teach seniors within the online Graphic Design BSD program; course subjects include interaction/motion design, UI/UX, and visual communication

Double Jump Joey Design | Brooklyn, NY

May 2023 – Present

FREELANCE CREATIVE DIRECTOR & VISUAL DESIGNER

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

- Designed branding and UI/UX for notable streetwear retailer "Snipes" as they launch their new rewards app, rolling out globally in Q3 2025
- Illustrated 500 custom graphics for online editorial "Everyday Health" to boost SEO, support social, and educate consumers on wellness
- Positioned up-and-coming sustainable startup "Airobes" as the lead Creative Director, building its brand image and user interfaces from 0 to 1
- Strategized and designed startup pitch deck, logo, and explainer for AR product "ReframeXR," supporting launch to EMEA angel investors
- Increased customer reach 12% (+175% previous year) by producing product video for "Little Spoon," kickstarting their latest brand campaign
- Oversaw cohesive design system, UI/UX, and marketing materials for medical startup "Caralyst," supporting their expansion across the USA
- Leveraged proprietary strategy workshop to brand NJ-based restaurant concept, including mission, values, logo, design system, and more

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 "Immersive Learning" Team creative, setting executive creative strategy and redefining consumer products. Directed global partners and expanded products to 150K users worldwide. Managed 7 reports to create 9 Meta product experiences later acquired by reputable external orgs. Sourced, recruited, and directed an XFN team of creatives, collaborating to tackle 450+ projects and achieve 27 high-priority OKRs.

- Partnered with Reingold agency to create cohesive messaging for Meta's education pillar; campaigns for brand repositioning led to 18K leads
- Provided design consultation enabling Meta's first official 'VR headset-to-university pipeline,' completing a major Meta strategic objective
- Founded and managed Meta's 1st-ever Edu VR Research Cohort, leading Engineering and UX teams to catalog and share 85 VR data studies

Meta Platforms [Continued] | New York City, NY

January 2017 – August 2023

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

Expanded role on Education Partnerships Team to lead Meta Education x virtual reality research, product design expansion into Latin America, and the transition of all team products and platforms to 3rd-party acquisitions. Collaborated cross-functionally with 14 Meta Reality Labs employees.

- Drove team expansion into LatAm by creating a localized design system; led to 14M impressions (10x increase) and 24K leads (4x increase)
- Led expansion into 30 new states by planning 10 high-profile US activations for 700+ teachers, designing all event and marketing materials
- Trained 3K employees on 'VR in Edu Products' by designing a deck and hosting a live shareout with research partner CES and Meta executives

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 2 new Meta coding programs, including brand elements, product interfaces, and microsites; products acquired by non-profits. Introduced design language and brand standards for new Meta job training program via a versatile and accessible design framework; 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)
- Oversaw design product strategy for Meta's 1st-ever K-12 learning app; scaled to 3K users and led to major acquisition by Discovery Education
- Creative directed all user flows, wireframes, mockups, working prototypes, and final designs for 5 Meta mobile/web platforms from ground up

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 Edu Team designs; created identity, marketing, website, design system, and curricula.

- Ideated and launched (5) 0-to-1 Meta products by instituting PRDs, market research, and user personas; increased user satisfaction by 175%
- 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, Barrett, the Honors College – Tempe, AZ

Certifications: Certified UX Specialist (General Assembly), Certified XR Designer (Circuitstream), Certified Equity Fluent Leader (Berkley, Haas) American Design Association Professional (AIGA), Eagle Scout (Highest Honor in Scouts BSA)