



JOSH GORSKI

COMMUNICATION DESIGNER

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■ EDUCATION

Bachelors in Graphic Design

Savannah College of Art and Design
September 2019 – June 2023
3.91 GPA

■ SKILLS

- Typography pairing and setting in composition & layout design
- Storytelling from conceptualization through final product within branding & identity
- Reliability and accountability within collaborative environments

■ AWARDS

GDUSA 2023 Award

GDUSA, 2023
Designer, Cadillac Financial Brand Guidelines

GDUSA 2022 Award

GDUSA, 2022
Designer, New Customer F&I Envelope for Cadillac Financial

Kevin Hogate Graphic Design Memorial Endowed Scholarship

Savannah College of Art & Design, 2022

Dean's List

Savannah College of Art & Design, 2019 – 2022

■ SOFTWARE

Adobe Creative Suite

InDesign, Photoshop, Illustrator, After Effects, XD, Dimension

Microsoft Office Suite

Word, PowerPoint, Excel, Outlook

Proficient / Knowledgeable in:

HTML, CSS, Figma, Cinema4D

■ EXPERIENCE

Graphic Designer I

GM Financial

June 2023 – present

I transitioned into a full-time position at GM Financial where I started working in the Dealer Services division, concentrating in marketing both consumer and dealer facing. I worked in creating branding for contests and products such as GM Financial Fleet Solutions and Cadillac Financial Canada. I also created consumer-facing marketing communications, as well as promotional collateral for multi-channel campaigns.

Graphic Design Specialist for Cadillac

GM Financial

August 2022 – June 2023

I continued my Internship focus on Cadillac Financial creating envelopes, internal graphics, printed material within the physical office space, and developing a Lease-End campaign.. This role heavily pertained to utilizing Cadillac Financial's brand and identity and expanding upon that from ideation to final production of products.

Production Specialist

GM Financial

June 2022 – August 2022

As a Summer Intern, I helped both the Design and Production team create marketing items internally and externally for multiple GMF events and campaigns. Being integrated into two separate teams helped expand my knowledge and familiarity of all parts of the design process — from the initial ideation stages, all the way to final print.

Communication Designer

SCAD Graphic Design Senior/Graduate Showcase

January 2022 – June 2022

I was selected to be apart of a team of fourteen Savannah College of Art & Design students to work on creating the event showcasing the graduating Graphic Design students' work created during their education at SCAD. My role consisted of creating the branding and identity for communications of this event through social platforms.

Visual Researcher & Art Direction Lead

SCADpro – Sponsored Course with Deloitte

January 2022 – March 2022

Eleven SCAD students were selected to partner with Deloitte to research and develop concepts for reimagining data visualization with a user-interface design focused project. My role included applying cognitive visual research to a data visualization system, creating presentation layouts, as well utilizing public speaking skills to formally present to client.