

# joshua tomme

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## EXPERIENCE

### PARAMOUNT GLOBAL

#### Design Director (visual design)

NEW YORK  
FEB 2016-NOV 2024

- **Led creative strategy and execution of high-stakes corporate initiatives** spanning financial communications, executive presentations, investor materials, and town halls reaching 20,000+ employees.
- **Recognized as trusted design partner to C-suite and senior leaders**, shaping creative decisions and translating complex strategies and data into clear, compelling narratives.
- **Directed visual communication for landmark milestones**, including the \$30B Viacom-CBS merger, integration, and transformation initiatives.
- **Revamped quarterly earnings materials**, setting a new industry standard, and led the recurring creative process each quarter.
- **Drove cross-functional collaboration, streamlined creative operations, and aligned stakeholders** across Strategy, Marketing, Comms, Finance, M&A, IR, Advertising, Licensing, studios, brands, and agencies.
- **Adapted to rapid organizational change**, scaling design frameworks and introducing continuous improvements to meet evolving business needs.
- **Served as corporate liaison for rebrand rollouts**, developing templates and guiding teams to uphold brand integrity.
- **Advanced culture initiatives** through design solutions, employee resources, and event design.

### SUNSTREAM HOTELS & RESORTS

#### Creative Director

SOUTH FLORIDA  
2015-2015

- **Architected and directed a two-year brand transformation** across 7 properties, 3 restaurants, and 5 subsidiaries, designing the roadmap and managing end-to-end delivery of identities, websites, collateral, and marketing systems.
- **Built and led in-house agency team of 7**, structuring workflows, nurturing creative growth, managing operations, and cultivating partnerships.
- **Produced multi-channel campaigns and content**, art directing photoshoots and developing copy for segment-specific brand communications.
- **Led comprehensive restaurant overhauls**, spanning positioning, naming, identity, menus, collateral, signage, experience, and cross-hotel promotions.
- **Developed a digital integration strategy** unifying websites, booking platforms, CRM, social, and touchpoints to boost portfolio synergy, direct bookings, and customer loyalty.
- **Applied design thinking processes and methods** (research, journey mapping, stakeholder workshops) to inform strategy, ideation, and prototyping.
- **Piloted new service concepts and marketing tactics** across the portfolio, while creative directing new property development proposals.

## EDUCATION

### PARSONS SCHOOL OF DESIGN — THE NEW SCHOOL

#### MS, Strategic Design & Management

NEW YORK  
2018-PRESENT

- Studio Clients: Citibank / Citi Ventures, Consumer Financial Protection Bureau (CFPB)
- Key Coursework: Design Thinking Process/Methods, Design Research, Workshop Facilitation, Creative Management, Sustainability & Innovation Strategy

### CENTRAL SAINT MARTINS — UNIVERSITY OF THE ARTS LONDON

#### Professional Development

LONDON  
SUMMERS 2020, 2021, 2024

- Creative Direction (2024)
- Trend Forecasting for Innovation (2021)
- Post-Internet Art & Visual Culture (2020)

### DRAKE UNIVERSITY

#### BS, Business Administration, Marketing

DES MOINES  
2008

- Campus Marketing Director, Drake Basketball
- Coordinator, Des Moines Arts Festival

## EARLY YEARS

### TRIBECA FILM FESTIVAL, GQ, CARLA HALL

#### Freelance Projects

NEW YORK  
2012-2013

Coordinated Tribeca volunteer program, developing and managing venue teams and daily operations.

Collaborated with GQ's fashion team on cover shoots and seasonal trend reports.

Provided executive/production support to celebrity chef Carla Hall during agency transition, TV show tapings, book tour, and media appearances.

### VERA WANG GROUP

#### VIP Coordinator

NEW YORK  
2011-2012

Managed VIP services, showroom operations, and market appointments while supporting corporate and design studio operations.

Coordinated press events, bridal shows, and executive communications on behalf of Vera and senior leadership.

### ACADEMY OF MOTION PICTURE ARTS & SCIENCES, THE OSCARS

#### Marketing & Event Production

BEVERLY HILLS  
2010-2011

Produced the Oscars red carpet fan experience and official viewing party for 800+ attendees on Hollywood Boulevard, overseeing sweepstakes, vendor relations, staffing, and event execution.

Managed Academy social media and digital strategy, driving engagement for year-round programs and campaigns. Led e-commerce operations, promotions, and major partnerships.

### CREATIVE ARTISTS AGENCY

#### Assistant to Executive Creative Director

LOS ANGELES  
2008-2009

Supported creative operations for global campaigns and brand content for Coca-Cola, Starbucks, GAP, Microsoft, Delta, Moët & Chandon, Hasbro, Mattel, and Starwood.

Facilitated workflows, pitch decks, budgets, and deliverables for high-profile initiatives such as GAP "Vote For," Starbucks/(RED) holiday campaign, music videos, and major brand launches.