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EXPERIENCE

PARAMOUNT GLOBAL

Design Director (visual design)

NEW YORK
FEB 2016-NOV 2024

- **Led creative strategy & execution of high-stakes corporate initiatives** for global media powerhouse, spanning financial communications, board/executive presentations, investor materials, and town halls reaching 20,000+ employees
- **Recognized as trusted design partner to c-suite and senior leaders**, driving creative decisions and visual storytelling – translating complex strategies/data into clear, compelling narratives
- **Drove visual communication for landmark corporate milestones**, including the \$30B Viacom-CBS merger, integration, and subsequent transformation projects
- **Revamped quarterly earnings materials**, setting a new industry standard for design excellence, emulated by competitors, and led creative direction each quarter
- **Fostered cross-functional collaboration** with strategy, finance, marketing & communications, M&A, IR, research, legal, and HR teams
- **Adapted to rapid organizational change**, proactively identifying design innovation opportunities and scaling successful frameworks across evolving business needs
- **Acted as corporate liaison for major rebrand rollouts**, developing specialized templates and guiding teams to uphold brand integrity
- **Advanced culture initiatives** through design solutions, producing employee growth resources, executive dashboards, and event design

SUNSTREAM HOTELS & RESORTS

Creative Director

SOUTH FLORIDA
2013-2015

- **Directed 2-year brand transformation** for hospitality group (7 properties, 3 restaurants, 5 subsidiaries) through comprehensive redesign of identities, websites, collateral, and integrated marketing strategies
- **Built and led in-house agency team of 7**, structuring workflows, nurturing creative growth, overseeing operations and cultivating partnerships
- **Produced multi-channel campaigns and content**, directing photoshoots and copywriting for segment-specific brand communications
- **Led end-to-end overhaul of 2 restaurants**, encompassing brand positioning, naming, identity, menu planning, collateral, signage, and cross-hotel promotions
- **Architected digital integration strategy**, unifying websites, booking platforms, CRM, social, and touchpoints to generate cross-portfolio synergy, increase direct bookings, and maximize loyalty
- **Developed strategic brand vision using design thinking process and methods** – leading human-centered research, journey mapping, and stakeholder workshops to shape ideation and prototyping
- **Led innovation initiatives across portfolio** – new resort amenities, service concepts, and marketing tactics for divisions – while providing art direction for 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
2004-2008

- 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; developed and managed venue teams and operations.

Served as personal assistant to celebrity chef Carla Hall during agency transition, TV show tapings, book tour, and media appearances.

Collaborated with GQ fashion team on cover shoot and trend reports.

VERA WANG GROUP

VIP Coordinator

NEW YORK
2011-2012

Provided central support for corporate HQ and design studio, managing VIP services, showroom operations, and market appointments.

Supported press events, bridal shows, and executive communications.

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES & THE OSCARS

Marketing & Event Production

BEVERLY HILLS
2010-2011

Produced Oscars red carpet fan experience and official viewing party on Hollywood Boulevard for 800+ attendees, managing all aspects – international sweepstakes, vendors, staff hiring, and event execution.

Led Academy social media content strategy, driving engagement for year-round programs. Oversaw e-commerce, promotions, and theatrical partnerships.

CREATIVE ARTISTS AGENCY

Assistant to Executive Creative Director

BEVERLY HILLS
2008-2009

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

Contributed to GAP 'Vote For' and Starbucks/ (RED) campaigns, music videos, launches of Virgin Australia and Wynn Encore.