

# JOSH SVOBODA

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## Education

Northeastern University  
Boston, MA

BS in Marketing & Interactive Media  
Cum Laude

## Skills

Photoshop, Illustrator, InDesign, After  
Effects, Lightroom, Premiere Pro,  
Sketch, Figma

## Interests

Triathlons, aviation, city planning,  
subways, tennis, Shiba Inus

## Experience

Design Lead, WHOOP  
Boston, MA — January 2020 to Present

Develop a wide range of assets that unveil the story of WHOOP and human performance. Create concepts for photoshoots and oversee production and execution. Work cross functionally with other company stakeholder to launch integrated campaigns for new apparel, research, and any other initiatives that arise.

Account Management Intern, Deutsch  
New York, NY — June to August 2019

Managed client communication with the ACUVUE® global team and created competitor reports to analyze the contact lens industry. Supported the New Business team in creating assets to be used throughout various competitive pitch materials. Identified weak points in current social strategy at ACUVUE® and proposed new strategies to appeal to younger generations.

Content Marketing Co-op, Sense  
Cambridge, MA — January to June 2018

Analyzed weekly sales and marketing data to adjust, conceptualize, and launch new marketing campaigns aimed at reaching sales goals. Crafted new creative for social media and packaging materials. Redesigned and coded new about page for company website using Bootstrap and GitHub.

Creative Services Co-op, Boston Red Sox  
Boston, MA — January to June 2017

Helped conceptualize a visual identity for the 2017 Red Sox social media assets. Designed posters, flyers, billboards, and various other assets around Fenway Park. Animated graphics for TV spots and Twitter posts. Conducted research for design sprints and coordinated with photo department to develop an art direction for photo day.