



## JOSHUA ALLEGRUCCI

Creative Director

Pittsburgh, PA • 412-216-5263

jallegrucci@mac.com

### Summary

I'm an award-winning Creative Director with over 30 years of experience leading multidisciplinary design teams across commercial and government sectors. I specialize in transforming complex ideas into clear, compelling visuals—whether through branding, marketing campaigns, or data-driven infographics. My strength lies in guiding teams to deliver work that not only looks exceptional but also communicates with precision and purpose. I'm passionate about design that makes an impact, builds trust, and helps clients make confident, informed decisions.

### Skills

- Expert Knowledge of Adobe Creative Cloud Applications
- Traditional Print and Digital Graphic Design
- Creative Art Direction
- Visual Data Design and Infographics
- Motion Graphics and Video Editing
- Brand Development and Maintenance
- Social Media Design
- Direct client communications and presentations
- Developing Recruitment Marketing Plans and Focused Advertising Campaigns
- Experience in Team Environments on Proposals
- Mobile app and web development
- Knowledge of Web Content Accessibility Guidelines (WCAG) and Section 508 Compliance

### Education

**Sep 1992 - Jun 1994**    **The Art Institute of Pittsburgh** - Pittsburgh, PA  
Visual Communications Associates Candidate

### Employment

**May 2023 - Mar 2025**    **ECS Federal** - Change Management Graphic Design Specialist  
Contract: Department of Veterans Affairs/Multi-channel Technology Directive/  
Veterans Experience Office/Organizational Change Management

- Visualize complex ideas into easy to understand graphics
- Provided graphic support for Executive Level briefings
- Creating new internal processes and procedures with Division Chief
- Collaborated with team members to create graphics for emerging technologies reports
- Provided graphic support for strategic and operating plans
- Created custom illustrations for technology and processes documents
- Created visuals for change management processes such as system updates or training
- Developed communication plans for inner-departmental change management processes
- Created easy to understand visuals from spreadsheet data collection
- UI design for Power Bi applications
- Created Instructional how-to guides
- Developed and maintained a living department style guide and icon library



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### Employment (cont.)

**Dec 2021 - May 2023** **Circletree Enterprises** - Creative Director

- Developed campaign creative assets and strategies
- Developed and maintained brand guidelines and standards
- Coordinated and directed photography and video shoots with live talent
- Graphic design for digital and traditional print
- Animated motion graphics
- Video editing
- Website design
- Developed and designed social media and email campaign strategies

**Jan 2006 - Jun 2021** **CACI International, Inc.** - Creative Director/Sr. Graphic Designer

- Directed client communications and presentations
- Created and maintained brand and marketing guidelines
- Developed recruitment marketing plans with hyper focused advertising campaigns
- Developed and enforced UI/UX for websites and mobile apps
- Developed creative guidelines for large, government proposal teams
- Multimedia and video production
- Digital photography and retouching
- Advanced knowledge of Web Content Accessibility Guidelines (WCAG) and Section 508 compliance

**Apr 2005 - Nov 2009** **Apple Inc.** - Back of House (BOH) Specialist

**Apr 2000 - May 2013** **J&S Designs** - Co-founder/Lead Designer

**Sep 1998 - Dec 2005** **Matthews International, Corp., Bronze Division** - Product Designer

**Jul 1996 - Aug 1998** **Digital Color Graphics** - Senior Sign Designer

**Jun 1991 - Apr 2000** **Freelance Designer**

### Client Experience

**Commercial:** ExxonMobil, Kuerig Dr Pepper, Gecko Robotics, PivotPoint Security, Black Box, Legal Heat, U.S. Law Shield, Cincinnati Bell and OfficeMax, etc.

**Government:** The Department of Veterans Affairs, the United States Intelligence Community, National Security Agency (NSA), Office of the Director of National Intelligence (ODNI), Department of Homeland Security (DHS), Army National Guard, United States Air Force, Information Technology Common Services Unit (ITCSU), NAVSEA, NavAir, AmeriCorps, TRICARE, United Concordia (TRICARE Dental), and Military Kids Connect