

Joe Howard

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Professional Summary

Strategic creative systems leader with two decades of experience building brand systems, design infrastructure, and user experiences for complex global products. Expert at translating technical complexity into clear, scalable visual communication across product, marketing, and executive storytelling. Leverages AI to streamline workflows, enforce brand consistency, and expand creative capacity across organizations.

Professional Experience

LeadsOnline

PLANO, TEXAS

Senior Product Designer & Creative Systems Lead JULY 2024 - PRESENT

- Lead design strategy across product UI/UX, brand systems, and marketing for investigative software and hardware used by law enforcement agencies globally
- Created AI-assisted internal tools (using Claude) that enable non-designers to generate customized, brand-compliant materials, reducing manual design workload by hundreds of hours annually and significantly accelerating turnaround times
- Built and lead a centralized Brand Center and design system adopted across product, marketing, and sales teams, improving consistency and reducing duplicate design effort
- Design and iterate user interfaces for investigative platforms, simplifying complex data workflows and improving usability for mission-critical tasks
- Develop presentation frameworks, sales enablement materials, and structured content templates that standardize how complex product and brand narratives are communicated
- Spearheaded AI-assisted workflows to accelerate ideation, content development, and design documentation, improving speed, consistency, and scalability of creative output
- Partner with executives, product managers, and engineering leadership to align product design, brand strategy, and business objectives across multiple teams

Jesuit College Preparatory School

DALLAS, TEXAS

Art & Design Department Team Lead AUGUST 2014 - JULY 2024

- Pioneered the digital transformation of the school-wide arts programs while managing the department budget and leading cross-functional teams
- Managed student publication teams, producing annual yearbooks and literary magazines while mentoring and training designers, editors, and faculty
- Created custom software solutions to track student publication assignments and workflows, reducing redundancies and saving significant time across production
- Directed theatre productions and led design and production of sets and promotional materials (including posters, programs, and tickets)

Asst. Director of Communications & Design AUGUST 2011 - AUGUST 2014

- Directed design and communications initiatives across web, print, and digital media, driving engagement and brand visibility while ensuring consistent brand representation across diverse mediums
- Led major redesign initiatives for school's website (including implementation of mobile compatibility) and digital communications systems

Freelance/Contract Design (Select Clients)

AUGUST 2006 - PRESENT

Splash Sports DENVER, COLORADO SUMMER 2024

UI/UX product prototypes and B2B marketing presentations

D.O.T.S. Pediatric Therapy DALLAS, TEXAS JUNE 2022

comprehensive rebrand and logo design

Junior Achievement of Northwestern Ohio TOLEDO, OHIO MARCH 2021

illustrated program map and other visual storytelling assets

Cardinal Stritch Catholic School TOLEDO, OHIO SEPTEMBER 2016 - DECEMBER 2020

institutional rebrand, publication design, and collateral materials

Contemporary Theatre of Dallas DALLAS, TEXAS FEBRUARY 2015 - NOVEMBER 2016

marketing graphics, illustrations, promotional materials, and show programs

Education & Development

Bachelor of Fine Arts in Graphic Design

TEXAS CHRISTIAN UNIVERSITY

DECEMBER 2008

Design Thinking Institute Certification

STANFORD D.SCHOOL

COMPLETED JULY 2019

Ignatian Leadership Development Course

JESUIT SCHOOLS NETWORK

COMPLETED MARCH 2023

Software Proficiency

ADOBE CREATIVE CLOUD

Acrobat

Illustrator

Photoshop

After Effects

InDesign

Premiere Pro

AI CREATIVE & WORKFLOW TOOLS

Anthropic API

Figma Make

OpenAI
(ChatGPT)

Copilot

Gemini

CREATIVE PROCESS & EXECUTION

Figma

Final Cut Pro

Miro

TECHNICAL & OTHER

HTML / CSS

Cognito

Microsoft 365

Javascript

Google
Workspace

Zapier

Skills & Experience

DESIGN & STRATEGY

Brand/Identity
Systems

Design
Thinking

Product Design
(UI/UX)

Content
Strategy

Environmental
Design

Publication
Design

LEADERSHIP & SYSTEMS

AI Workflows

Cross-
Functional
Leadership

Process Design

Creative
Direction

Stakeholder
Management

CREATIVE EXECUTION

Drone Piloting

Presentation
Design

Typography

Illustration

Motion Graphics

Photography

Video Editing &
Production

Awards & Honors

Tehan Family Faculty Award

APRIL 2018

Nominated & elected by peers, awarded to the Jesuit faculty member who most exemplifies an Ignatian educator, demonstrating leadership and mentorship.

James E. Jack Humanities Award

MAY 2017

Awarded to the faculty member who best engaged in authentic cross-departmental collaboration in service of the greater mission of the school.