



Joel Cadman

Designer/Art Director/Illustrator

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Profile

Experienced in art direction at The Wall Street Journal for 11 years (10 years on staff) including managing a section-team of art directors/designers as well as graphic artists, collaborating with photo editors, in-house and freelance illustrators from July 2006 to September 2007. Responsible for Weekend Journal cover design/layout, conceptualization and production; achieving budget goals while improving/maintaining visual quality. Previously worked for more than a decade as a freelance editorial illustrator for major U.S. newspapers and various magazines.

Experience

Art Director, The Wall Street Journal — 1998-Present

Art Director for various pages and sections of The Wall Street Journal. Section Art Director for WSJ's Friday "Weekend Journal", supervising four junior art directors from July 2006 to September 2007. Alternate lead art director for the Friday and Saturday Weekend Journal sections as well as other sections.

Graphic Artist/Illustrator — 1995-1998 (freelance and temp assignments)

The Wall Street Journal Bozell Worldwide The Chase Manhattan Bank
KPMG Medicus Communications RC Communications BBDO
Colahan-Saunders Carlson & Partners Advertising Tarlow Advertising
Workman Publishing

Graphic Artist/Illustrator/Art Director, Pearl Paint Co., Inc. — 1992-1995

Created illustrations, designs and layouts for various aspects of the business including flyers, bag designs, magazine and newspaper advertisements, point-of-purchase graphics and other promotional material while on staff of Pearl's in-house ad department.

Freelance Editorial Illustrator — 1986-2000 Various clients include

Writer's Digest magazine, The Artist's Magazine, Crain Communications, RC Publications, The New York Times, The Wall Street Journal, The Village Voice, Warner Books.

Education

School of Visual Arts, New York, New York — Master of Fine Arts, Visual Art, 1996
California State University at Long Beach — Bachelor of Fine Arts, Illustration, 1986
Fullerton College, Fullerton, California — Associate of Arts, Graphic Design, 1983



Skills

Art direction and page design:

Develop visual communication solutions for stories, articles and essays via photography, illustration, typography and page design. Commissioning smart, appropriate editorial illustration and photographic solutions on a wide range of subjects.

Graphics and multimedia software proficiency

Macintosh: InDesign, Quark, Illustrator, Photoshop, GoLive, AfterEffects, Final Cut express, ProTools. **PC:** Proficient in PC platform, including mastery of the Unisys Hermes pagination system. Also, proficient in the newly adopted Eidos "Methode" publication system.

Video production and editing:

Public Access show in Manhattan: Have developed, produced a weekly series on public access in Manhattan. The show called Spinning Lights has run continuously since the fall of 1997 and in 2003 was judged by Time Out New York as one of the best 10 shows on public access in Manhattan.

Team management

Graphics and production team management, coordination.
Quality control.
Mentorship.

Web design, production

Designed launched and maintained personal websites as well as a school website.

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