



# JOSH LASTON

**DESIGNER - MANAGER**  
JOSHLASTON@GMAIL.COM

## EXPERIENCE

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**STEP2 LLC.**  
October 2016 - Present

### **VISUAL MARKETING & BRAND MANAGER**

As part of the marketing team, responsibilities include category and product management, strategic partnership management, licensing, brand management, and visual merchandising

**STEP2 LLC.**  
April 2011 - October 2016

### **DESIGNER / CREATIVE PROJECT MANAGER**

A position as part of the Creative/Marketing team. Involved in product development, color trend research, managing strategic partnerships, and customer activation event planning. Specialties include: product color development, package design, product photography, digital product rendering, video production, and photo editing.

**CLUBHOUSE CREATIVE**  
June 2011 - Current

### **BUSINESS DIRECTOR**

A design initiative between four peers from Kent State University, to produce creative work that is without art direction from a single entity. Started as an outlet to design freely and to produce work that is innovative, collaborative and award winning. This endeavor has enabled me to gain experience in sales, client relations, project management, and remote management.

**CALER & COMPANY**  
January 2010 - April 2010

### **DESIGN INTERN**

Focus on creating marketing communications for clients. Daily activities included creative concept development, brainstorming, brand development, designing marketing materials, and web content updates.

**UNITED PARCEL SERVICE**  
2004 - 2013

### **OPERATIONS MANAGEMENT**

Charged daily with ensuring the outbound package operations are completed in an efficient and safe manner. Experience in results tracking, forecasting, and employee leadership.

### **SATURDAY DISPATCH SUPERVISOR.**

Charged weekly with planning and dispatching drivers to achieve proper productivity.

## EDUCATION

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**JOHN CARROLL UNIVERSITY**  
August 2016 - August 2019 (Expected)

### **MASTERS OF BUSINESS ADMINISTRATION**

A program designed specifically for working professionals with two or more years of experience seeking a challenging MBA for career advancement and leadership development.

**KENT STATE UNIVERSITY**  
June 2006 - August 2010

### **BACHELOR OF ARTS IN VISUAL COMMUNICATION DESIGN**

A very technical program in visual design and design thinking. A heavy emphasis on research based design solutions.

## ACTIVITIES

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**AIGA KENT STATE**  
June 2006 - August 2010

### **PRESIDENT**

Main duties include organizing events, being a mentor for the younger students, and help to Kent State's students transition to the professional level.

**AIGA CLEVELAND**  
January 2015 - January 2015

### **PROGRAMMING DIRECTOR**

Plans events throughout the programming year for AIGA members and Cleveland's creative community at-large. These events range from notable speakers to workshops, social gatherings to competitions. Coordinates speakers, venues and all details pertaining to events.