

Joey Pfeifer (b. 1989)
New York City based graphic designer
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- Ongoing Freelance
Product design, iOS and web interface, graphic design, identity, and editorial. Projects for the Harvard Innovation Lab, Elepath, Microsoft/Skype, Facebook, and others.
- 2016 Common / Designer
Developed brand identity frameworks and transitioning strategies, fielding input from the Executive Team, Product, Marketing, Community, and Construction groups.
- 2014–2015 Keezy / Product Designer
Prototyped experimental web and iOS software that explored the fields of publishing, listening, and conversation, as they all apply to music creation.
I also supported the launch of Keezy Drummer, a free drum machine, and designed and photographed app store assets and website updates for Keezy.com.
- 2013 Betaworks / Designer
Led design for Tapestry, a Betaworks-backed early-stage startup that presented stories in a mobile optimized slideshow format on iOS, Android, and the web. Each tap or click would move the story forward. Working with a small team—a general manager, designer, and two developers—I developed a brand identity, trademark, collateral, email marketing, app store assets, designs for two major versions of the iOS app, Android app, and website, where one could read and publish their own stories.
- 2012 Tumblr / Product Designer
Designed an adaptable email template that satisfied all of Tumblr’s email notifications, account updates, and announcements.
Developed visual identity and website for Storyboard, an editorial project within Tumblr, with an assembled team of editors, writers, and crew to report on Tumblr’s community.
- 2009–2011 Happy Cog / Designer and Developer
Designed, built, and launched websites at Airbag Industries in Southern California before it merged with Happy Cog and became Happy Cog San Francisco. Projects for Mozilla, Change.org, Stanford University, the Sewanee Writers’ Conference, and Michigan State University.

Software/language fluency: HTML, CSS, Sketch, Photoshop, Illustrator, InDesign
References available upon request.