

JOSHUA DACUCOS

Rooted in years of creative experience, I've consistently shaped sophisticated campaigns that elevate brand presence and spark deeper audience connection.

My approach combines sharp strategic thinking with a deep creative instinct—leading cross-functional teams and delivering standout work across a range of industries and globally recognized brands.

Guided by a relentless passion for design and innovation, I bring a distinct perspective and an uncompromising drive for excellence to every project I take on.

EDUCATION

George Brown College
Graphic Design & Advertising

Centennial College
Art & Design Foundations

WORK EXPERIENCE

Barrows Global
Art Director
October 2022 - Present

Senior Graphic Designer
August 2022 - October 2022

- Led graphic design for Canadian team across all Molson Coors initiatives
- Developed a 15% company run rate growth from Q1 through all remaining quarters of 2022
- Worked directly on Heineken F1 collaboration as seen in the 2022 Montreal Grand Prix
- Developed a 40% clientele pool growth in 2022 through overall team initiatives

Manifesto
Creative Director
March 2022 - Present

Art Director
June 2021 - March 2022

- Collaborated with YouTube Music to execute their annual global "Future Insiders" summit
- Led creative direction in marketing the annual festival, resulting in +12,000 guests in attendance
- Generated a 155% follower increase across all major social platforms (Twitter, Instagram and Facebook)
- Collaborated with over 45 businesses (including the likes of Mazda, Nobis and Wing Stop) in executing various initiatives and campaigns
- Served over 300K advertising display impressions across all digital platforms
- Served over 160k audio impressions across radio

Obtain Media
Art Director
December 2020 - January 2024

- Generated a 125% revenue growth as a result of branding and advertising initiatives
- Managed over 30 different project initiatives across each stage of their project life cycle
- Generated a 315% increase in clientele growth through internal marketing

Luminato Festival
Art Director
October 2023 - June 2024

Developed and provided creative direction for marketing campaigns and assets, ensuring brand consistency and excellence across multiple platforms, including motion graphics, social media, and production.

6ixbuzz TV
Art Director
March 2020 - October 2021

- Generated a 200k follower increase through all marketing initiatives
- Collaborated with over 40 different businesses in marketing endeavours (with the likes of Starbucks, Harvey's and Foot Locker)

Simex-Iwerks Entertainment
Graphic Designer
June 2021 - June 2022

- Designed key visuals to be used in marketing full motion picture film and video (Polar Express, Scoob! 4D, Mowgli, Wonder Woman)
- Collaborated with clients globally to create final art in over 5 different languages

AJ Sports World
Lead Graphic Designer
Jan 2020 - September 2020

- Designed product layout display
- Prepared documents for production factoring in die lines, bleeds, and crops accustomed to various machinery
- Managed website content, execute creative strategy in product design presentation.

Catalys Lubricants
Graphic Designer
August 2020 - August 2021

Designed and modernize official company guideline documents, prepared various products graphics to be legible and visually appealing, retouched product imagery to be presentable to clients and worked in conjunction with various partnered branches of the company.

George Brown College
Graphic Designer
October 2020 - January 2021

Designed visually appealing and marketable graphics as requested by various contractors of the institution and presented and offered design strategy to various clients working in conjunction with the institution.

Corus Entertainment
Design Intern
Jan 2020 - May 2020

Designed versatile logo variants for nationwide television shows and created polished assets to be used in client brand style guides.

Habitual Fitness & Lifestyle
Designer, Photographer
& Videographer Intern
May 2019 - August 2019

Captured image and video during major events, designed graphics for social platforms and modernized company style guide.

OTHER EXP.

United Under Art
Instructor/Panellist
December 2020

Led instructional workshop for industry newcomers and junior designers.

NOTABLE CLIENTS



SKILLS

Programs
Photoshop, InDesign, Illustrator, Lightroom, Premier Pro, After Effects, Wix, WordPress and more.



CONTACT

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References available upon request