

JOEFURFARO

DESIGN DIRECTOR / AUTHOR / CREATIVE THINKER



One of my greatest personal accomplishments is to now add the title of Author to my resume. I have self-published both of my own children's books. It was an extremely rewarding process and has been a goal of mine for a very long time.*

**Books: "Is a Crocodile Ticklish?" and "Gus the not so scary ghost". Search title, both available on AMAZON.*

REACH OUT / LOOK ME UP



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SKILLS

- UX Design
- Art Direction
- Branding
- Management
- Digital/Print
- Packaging

EXPERIENCE

Contract/Various Clients and Projects

Aug 2024 • Present

UX Designer/visual

- Designed intuitive and visually engaging user experiences across web, mobile, and digital platforms while maintaining brand consistency and usability standards.
- Collaborated with cross-functional teams including product managers, developers, copywriters, and stakeholders to translate business goals into user-centered design solutions.
- Created wireframes, user flows, prototypes, and high-fidelity visual designs to improve functionality, accessibility, and overall customer experience.
- Conducted user research, competitive analysis, and usability testing to identify pain points and optimize interface performance.
- Developed and maintained scalable design systems, UI component libraries, and brand guidelines to ensure consistency across digital products.
- Produced visually compelling layouts, marketing assets, landing pages, and interactive experiences that aligned with brand strategy and user needs.
- Stayed current on emerging UX trends, accessibility standards, and digital design technologies to continuously improve user engagement and product innovation.

Melville Candy Company

Aug 2020 • June 2024

Design Director

- Redesigned company branding and packaging for a modern look with brand guidelines across all creative.
- Managed multiple projects and department budgets, established in-house printing services.
- Designed and produced creative assets that met business objectives and advanced brand strategies across all platforms.
- Developed and executed designs across print and digital channels for multiple brands.
- Created assets for packaging, retail displays, POS materials, and print advertisements.
- Designed digital assets such as banners, emails, social media visuals, and web graphics for brand and eCommerce platforms.
- Collaborated on photo retouching, image editing, and asset preparation for both print production and digital use.

Hasbro Inc.

May 2008 • Feb 2020

Art Director/Senior Designer/Brand and Consumer Products/Package Designer

- Collaborated with internal teams to craft high-level creative strategies that define the future of our brands, maintaining consistency and integrity across every customer interaction.
- Developed digital, print, product and trade show designs to deliver impactful, high-quality brand initiatives that enhanced brand awareness.
- Created on-brand designs that aligned with overall brand strategy, driving innovation in how our brand story was communicated while staying rooted in consumer insights and business goals.
- Stayed up-to-date on industry trends in design, packaging, and digital media relevant to consumer markets.
- Designed packaging solutions for FORTNITE, HYPER, RIVAL, and ULTRA product lines.
- Presented innovative ideas in product offering meetings to inspire new product and branding concepts.
- Ensured packaging designs aligned with brand guidelines and standards.
- Participated in brainstorming sessions for new product lines and contributed to concept development for brand campaigns and product launches.

PORTFOLIO: www.jfurfaro.online