



**JOE  
WEIDMAN**

Graphic Design



## Hi! I'm Joe

I'm an east coast boy currently living in San Francisco. I'm an avid traveler, risk taker, and collector of ephemera with a wicked sweet tooth. When I'm not designing, I can be found reading Joan Didion and obsessing over pop music & disco. My life goal is to visit every Disney park before I die.

As a designer and art director. I have a passion for print design, packaging, and branding. I like challenging myself creatively and finding projects to help expand my skill set.



## Benefit Cosmetics

I've worked at Benefit Cosmetics since 2015, starting out as a freelancer on the Global Digital team and eventually becoming a Senior Designer on the Global Creative Services team. As one of three designers on the GCS team, I've worked with nearly every department across the Benefit brand and on most if not all of the customer facing aspects of our service, such as in-store visual merchandising, influencer marketing promotional packages, gift & accessory production, educational materials, PR event branding, email blasts and social media strategy. At Benefit, I am challenged to think beyond what is expected in the beauty industry to help push Benefit's brand forward.





## Brow Contour Pro Promotional Send

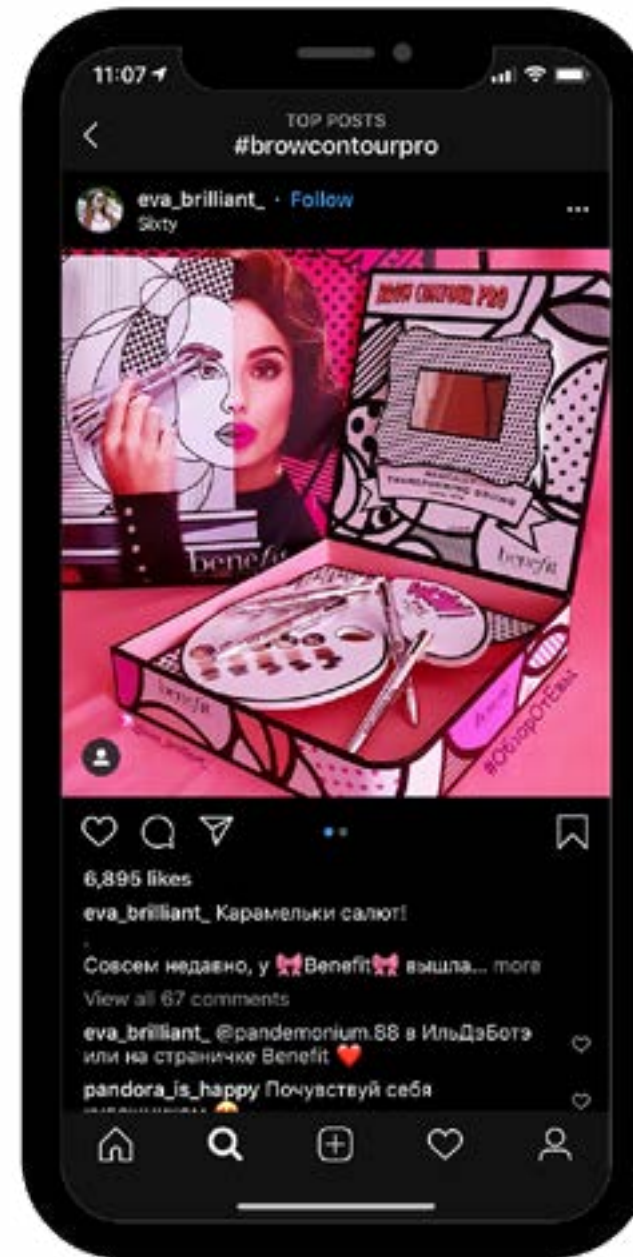
Promotional boxes sent to beauty influencers to celebrate the launch of Benefit's latest eyebrow innovation: Brow Contour Pro! Influenced by the work of Roy Lichtenstein, the design was meant to inspire the recipients to take some creative liberties with their own brows.

Graphics and concept design.  
Industrial design by Lauren Hill

Artwork and interior









## Holiday 2018 Gift Boxes

Gift boxes to support Benefit's 2018 holiday campaign: Seasons Treatings! Paired with the collectable holiday cake tins, the stacked boxes were meant to resemble a tiered cake with each box being it's own slice.

Graphics, concept design & creative direction.  
Industrial design by Rapid



Stacked gift boxes





Gift boxes in three sizes

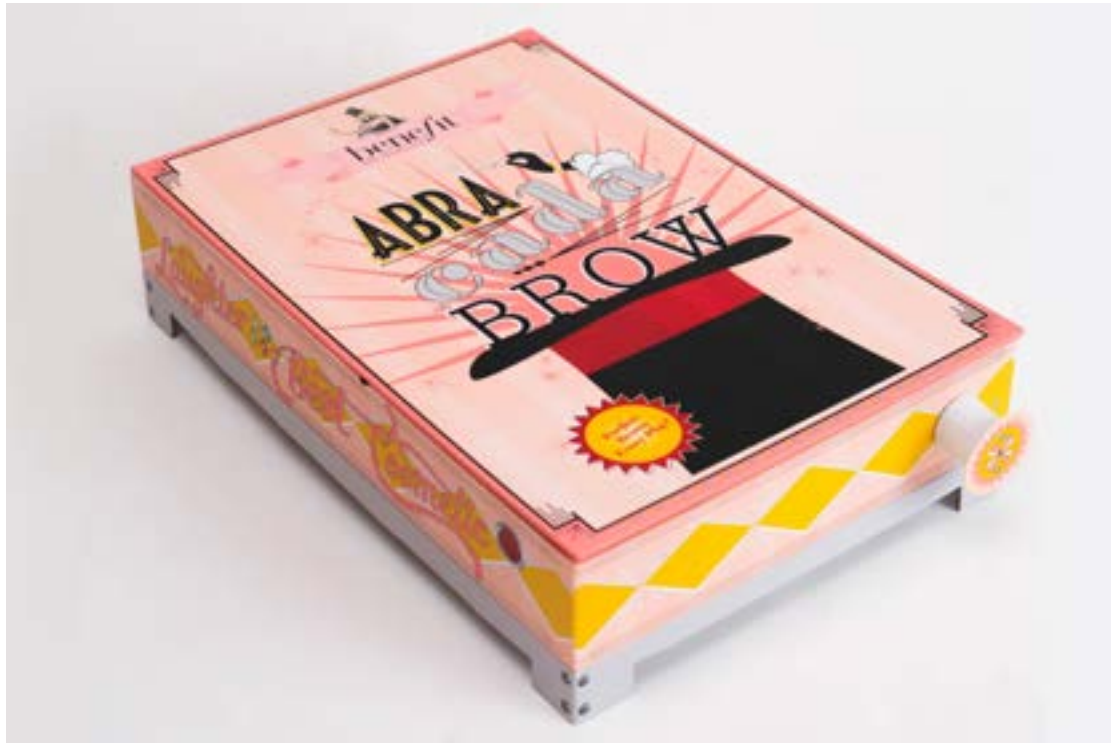




# Browzam Pinball Promotional Send

Gift to beauty influencers across the globe to introduce the launch of Benefit's eyebrow product line.

Graphics and concept design.  
Industrial design by Lauren Hill







# Hello Happy Launch Event

Happy House full immersive interactive experience in Shanghai, to support the Launch of Benefit's new foundation, Hello Happy! a bubble ball bathtub in the bathroom, trampoline beds in the bedrooms, a happy kitchen where even the toast has a happy face.

Graphics  
Art direction by Briana Pinaud



Event Decor

Laughter is the Best Cosmetic Duffle Bag



## Gifts & Accessories

My favorite project at Benefit is getting to design and produce all GWPs (Gifts With Purchase) & accessories. From artwork to materials selection, our design team creates each item from soup to nuts. For the upcoming 2021 collection, I took over as team lead and was in charge of art direction and coordination with vendors.

Graphics, concept design & materials design.



Let's Go Gorgeous Luggage Tag



POREfessional Makeup Bag



Feelin' Gorgeous Weekender





## Fog City Pack

Fog City Pack was founded in 2015 as an organization producing social and educational events for San Francisco's leather community. As a founding member and the group's Creative Director, I was tasked with coming up with the branding of the organization. In addition to creating the group's logo, I produce all digital and print materials released, as well as art directing photoshoots and helping construct all event decor.





## Omega 2019

Fog City Pack's final event of 2019.  
Inspired by underground rave art from the 90s and 2000s.

Graphics & creative direction.  
Print & digital marketing materials, apparel design,  
experiential design and production.

Scrollable Instagram DJ Promotion – Slide 1



Scrollable Instagram DJ Promotion – Slide 2



T-shirt









## Beta 2019

Beta takes place during San Francisco's Dore Alley Street Fair weekend and draws our biggest crowds of the year. To help stand out during a very busy weekend, I art directed a photoshoot using models to recreate Michelangelo's Pieta with a modern, leather twist. From there, I expanded the same religious theme into the marketing materials and event decor.

Graphics & creative direction.  
Print & digital marketing materials, apparel design,  
experiential design and production.

Beta Event Flyer



Instagram Teaser Post









Event Decor

# Additional Flyers





## Contact

E: [jgweidman@gmail.com](mailto:jgweidman@gmail.com)

T: 610 505 2072