Joshua (Shua) Copeland

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Education

ONESchool ATL **Feb 2024**
Advertising, Art Direction

Full Sail University **May 2022**
Certificate, Media Strategy

SAE Institute **Jan 2019**
Entertainment Business Diploma

Skills

- **Software Proficiencies**: Adobe Photoshop, Adobe Lightroom, Midjourney, Adobe Premiere Pro, Capcut, Adobe Illustrator, Figma, Canva, Adobe Firefly, Google Workspace, Asana, Adobe InDesign
- **Creative Skills**: Art Direction, Photo Manipulation, Graphic Design, Visual Storytelling, Layout & Composition, Visual Direction, Creative Production, Photography, Illustration, Typography & Layout

WORK EXPERIENCE

Vision Dealers Studios **Mar 2019 - Present**
Art Director
- Set the visual direction for artist, brand, and cultural projects, developing campaign concepts and visual identities through an entertainment-focused creative studio.
- Develop creative treatments that translate artist identities and campaign ideas into a cohesive visual approach across album artwork, promotional campaigns, social content, and merchandise
- Direct designers, artists, and photographers from concept through final execution, aligning imagery, design, and creative contributions across campaign deliverables.

SDOT STUDIOS **Jul 2023 - Present**
Art Director / Designer
- Develop and execute art direction for music and culture projects, translating concepts into album covers, posters, promotional artwork, and merchandise with a consistent visual identity.
- Research art, design, and music references to establish visual direction; define composition, texture, and image treatments through mixed-media experimentation and hands-on design.
- Carry visual ideas across release artwork, apparel, and promotional formats, adapting layouts while preserving the central concept.

Black Music Action Coalition x Live Nation Accelerator Program **Dec 2025 - Jul 2026**
Program Recipient - Art Director *Los Angeles, California*
- Contributed art direction to a team-developed mock music festival, shaping its proposed visual identity and promotional concepts alongside lineup and marketing development.
- Developed festival branding concepts that connected the event idea, music, and intended audience experience; presented the concept with a multidisciplinary team.
- Explored how visual branding supports live event marketing and artist development through collaboration with music industry professionals.

Big.Ass.Kids (BAK) **Sep 2025 - Dec 2025**
Art Director / Designer *Atlanta, Georgia*
- Shaped visual concepts for artist releases and recurring content series, translating brand voice into release covers, social carousels, and promotional graphics
- Developed layouts and image treatments for 10-15 assets per week, building a consistent visual language across releases and campaigns in collaboration with the creative team.
- Developed the look and feel of recurring content series, using consistent layouts and visual treatments to make each series recognizable across social platforms.
- Collaborated on upcoming content plans, translating release priorities and brand voice into visual ideas and organized design deliverables.

IDEO **Oct 2024 - Jul 2025**

Interaction Designer *Chicago, Illinois*

- Designed and prototyped digital experiences for client projects using Figma, translating ideas and research into visual interfaces and interactive prototypes.
- Developed wireframes, visual systems, user flows, and high-fidelity prototypes to communicate design concepts and explore different solutions.
- Conducted user interviews, field studies, and usability testing to understand user needs and inform design decisions.

Apollo Fresh **Oct 2023 - Jan 2025**

Creative Director(Art) *Atlanta, Georgia*

- Developed the visual direction and creative identity for Apollo Fresh, an anime-inspired rap artist whose content has reached more than 85M views.
- Translated the artist identity into concepts for music releases, music videos, studio content, and promotional campaigns; art directed and designed supporting visual assets.
- Directed visual development with videographers, editors, and designers across 60+ pieces of social content, maintaining a cohesive artist identity from concept through production.
- Coordinated creative timelines across video, editing, and design contributors, keeping campaign deliverables aligned with the established visual direction.

National Black Arts Festival **May 2024 - Dec 2025**

Art Director *Atlanta, Georgia*

- Shaped visual concepts for artist releases and recurring content series, translating brand voice into release covers, social carousels, and promotional graphics.
- Extended visual concepts across flyers, social content, and digital and print promotions, maintaining consistent imagery, composition, and campaign identity for the SoulRebelRock Juneteenth campaign
- Collaborated with marketing on campaign visuals that expressed NBAF programming and connected with younger audiences.
- Led event photography, guiding coverage toward expressive moments, audience energy, and the artists and community shaping the experience.

740 Project **Sep 2023 - Dec 2023**

Digital Marketer *Atlanta, Georgia*

- Developed and executed strategic digital campaigns for recording artists at 740 Project, including high-profile artists, resulting increase in overall artist visibility across platforms like Instagram, Twitter, and TikTok.
- Managed social media platforms for 740 Project, driving growth in followers across all channels within a 4-month period by curating content, running targeted ads, and leveraging trending hashtags to boost exposure for artists.
- Created and designed compelling visual and written content (including graphics, videos, and captions) that resonated with target audiences, increasing interaction rates and contributing to a significant boost in fan loyalty for high-profile artists.

LemonTank **Jul 2023 - Dec 2025**

Creative Strategist *Atlanta, Georgia*

- Collaborated with Warner Records, BMG, and AWAL in a brainstorming sessions, contributed insights, and scheduled creative deliverables which defined the campaign directions and set clear milestones
- Integrated digital marketing, branding, and creative strategy with social media designs producing campaigns that increased audience awareness of brands and artists
- Developed audience-focused strategies tracked creative processes in a shared dashboard, leading to on-time approvals and consistent brand messaging. Ensured the campaign effectively drove engagement and achieved significant results through coordinated planning and timely execution.

Lotus Rosery **Jun 2023 - Jan 2024**

Art Director *Atlanta, Georgia*

- Shaped the visual direction of live events, connecting stage presentation and artists' visual identities with each show's creative vision.
- Developed concepts for the look and feel of performances, aligning visual elements with the music and intended audience experience.
- Collaborated with artists on their onstage presentation, providing creative feedback on visual expression, stage presence, and performance delivery.
- Guided creative execution through artist preparation, sound checks, and performances, coordinating stage requirements and timing to bring the event vision to life.

DoSomething.Org **Aug 2022 - Oct 2023**

Art Director *Atlanta, Georgia*

- Developed campaign concepts that translated youth advocacy and community action messages into engaging visual stories.
- Shaped the look and feel of campaign artwork through imagery, composition, and layout, building on established brand guidelines.
- Created 20+ visual assets, carrying a cohesive creative direction across digital and social platforms while adapting designs for different audiences.
- Guided visual execution across 2–3 concurrent campaigns, maintaining consistency from initial concepts through launch-ready deliverables.

Spunk Magazine **Jul 2022 - Jan 2024**

Art Director & Editorial Lead *Atlanta, Georgia*

- Co-directed the creative vision of an independent publication covering Southern music, artists, and culture, shaping how emerging talent was visually presented.
- Developed concepts for artist features and interviews, collaborating with artists and contributors to connect their identities with the publication's visual and editorial direction.
- Shaped the sequencing and presentation of artist stories across 3+ published issues, creating a cohesive narrative aligned with the magazine's creative vision.
- Guided creative contributions from concept through publication, coordinating contributor communication and production schedules to maintain consistency across each issue.