

Portfolio and résumé

Joe Gremillion

How I use visual design
to make information
understandable

In this document

- Information graphics
- Branding development
- Layout and education
- My résumé

Visualizing success

When moving, merging, or redesigning corporate websites, clients had to decide what to archive, what to migrate, and how to restructure or reformat what remained.

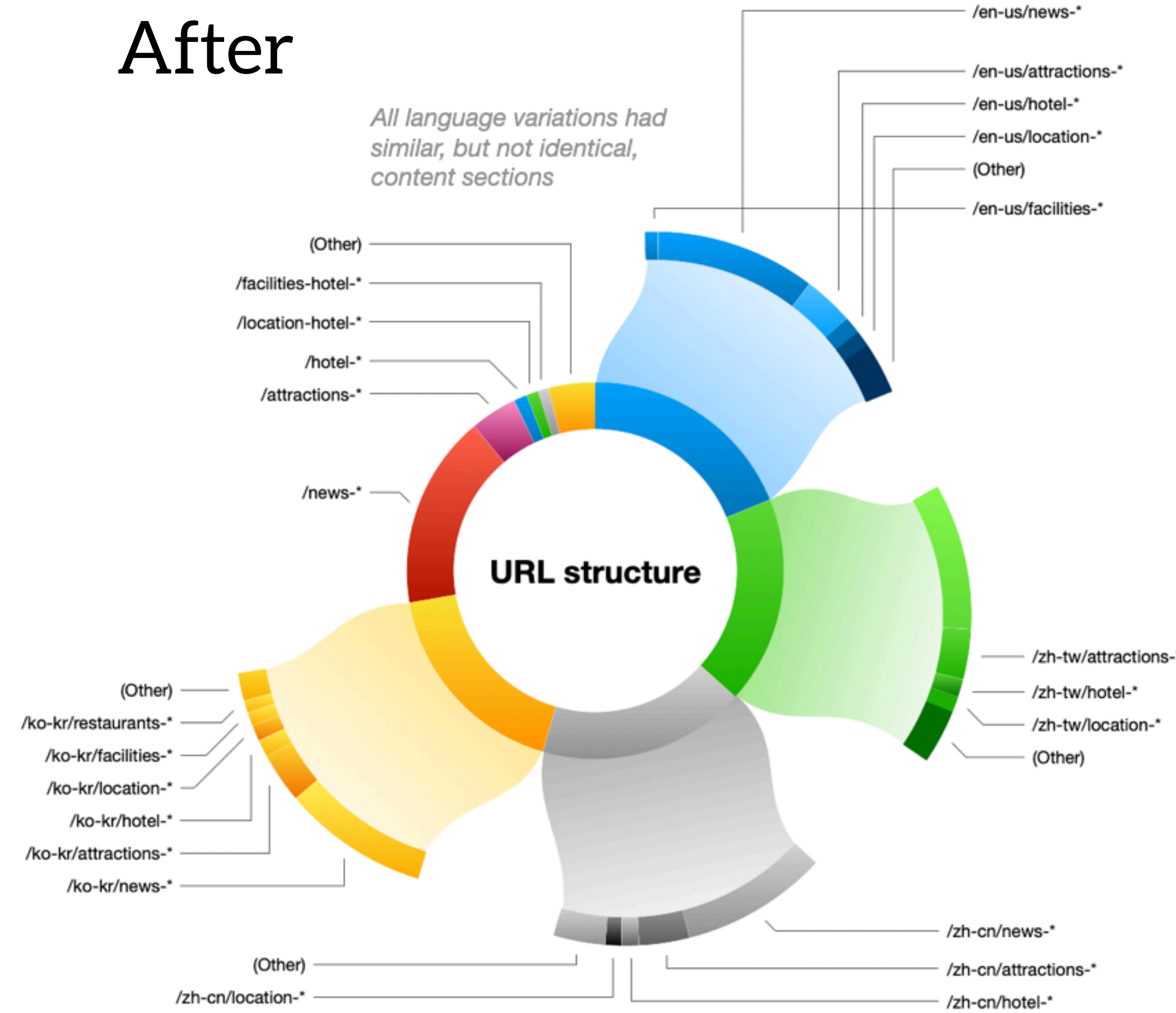
One of my specialties was crawling sites and making inventories understandable. That is, I turned spreadsheets into infographics.

- Invented a **visual language** to reveal content distribution
- Developed a **repeatable process** for quick turnarounds, sometimes within hours of being asked

Result: Designers and managers could see the scope of content challenges and plan accordingly to save time and plan effort.

Before

After

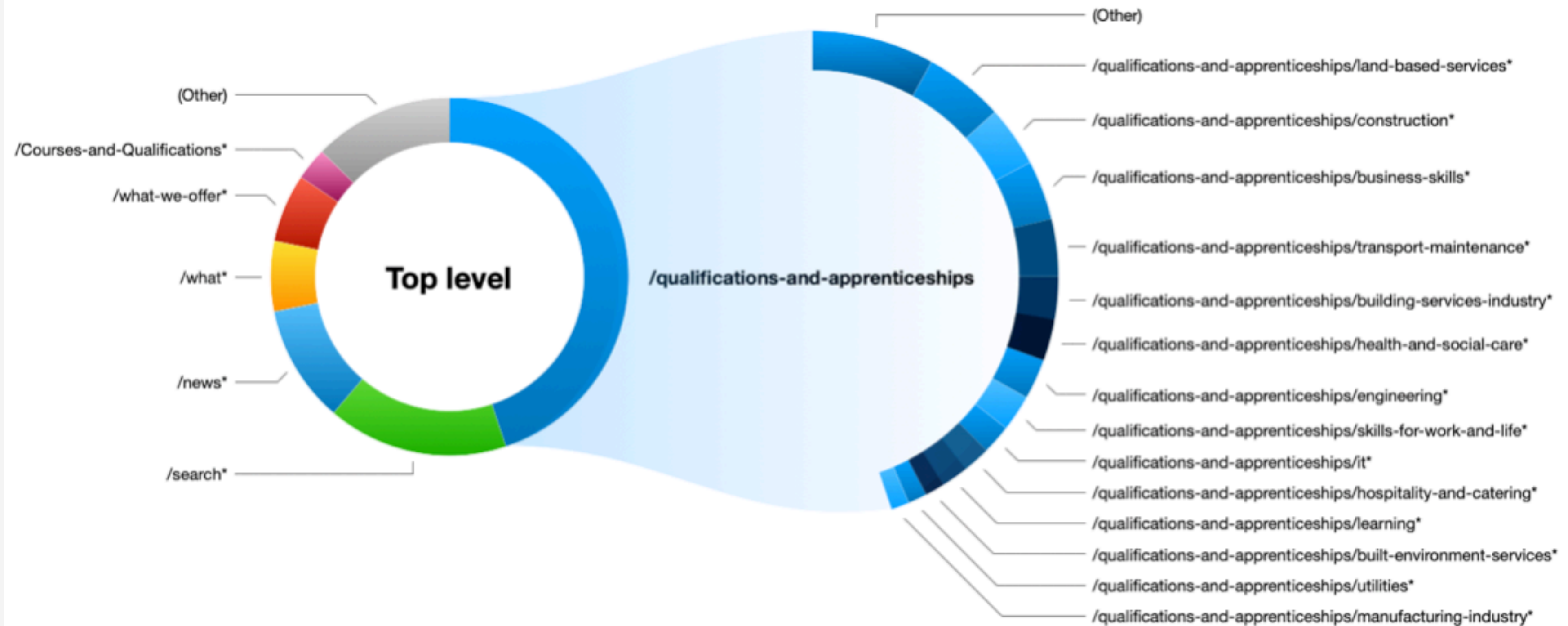


Look at it this way

The visuals called attention to which parts of a site contained the most (and least) content. Understanding this distribution helped project managers set priorities per content type, which kinds to migrate/merge with automation, and give clients **accurate time estimates**.

Discoveries made from these visuals became **conversation starters** among project teams and pitch points for sales people.

Several times per year I was asked to elaborate on sections, produce more detailed analyses, or re-crawl sites to produce fresh insights with my unique process.



Above: This example shows that almost half of this website's content fell into “qualifications and apprenticeships,” but content within that was evenly distributed. “Search,” a CMS-generated section, could be discarded to save time. “What” and “what we offer” were discovered to have many redundancies.

These graphics served as:

- Essential planning tools
- Estimates based on quantity per content type
- Talking points for sales and planning meetings

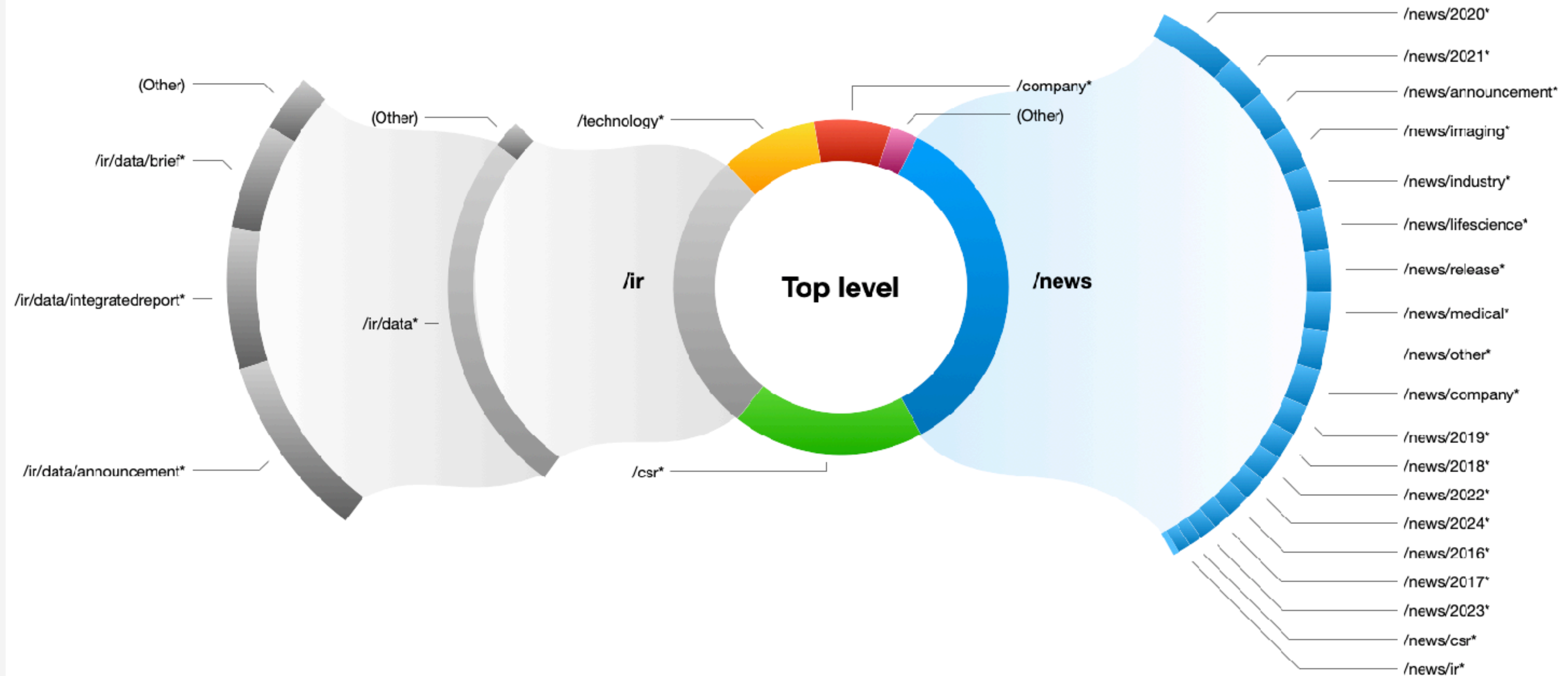
A deeper data dive

My approach worked in three phases. First, I developed processes to parse data from scrapers such as Screaming Frog and Lumar.io.

Next, I dug into the data for heuristic evaluations — that is, I looked for problems beyond generated statistics.

Finally, I produced graphics unique to each project's needs. The style evolved over time as I invented ways to dive further into digital content.

As seen here, this system worked both on overall sites and when we wanted to examine a particular section of a site.



From discovery ...

Above: How is content organized? Diving three levels into a client website, I discovered that their news section (in blue) was a series of ad-hoc keywords created with no plan. But their product section (gray) had announcements that overlapped with the news.

... to opportunity

- Create one content strategy to create, govern, promote, and cross-link products and content.
- Implement changes in phases to make work manageable and hone the strategic processes.

Problems solved

Problems

Solutions

How can we save time?

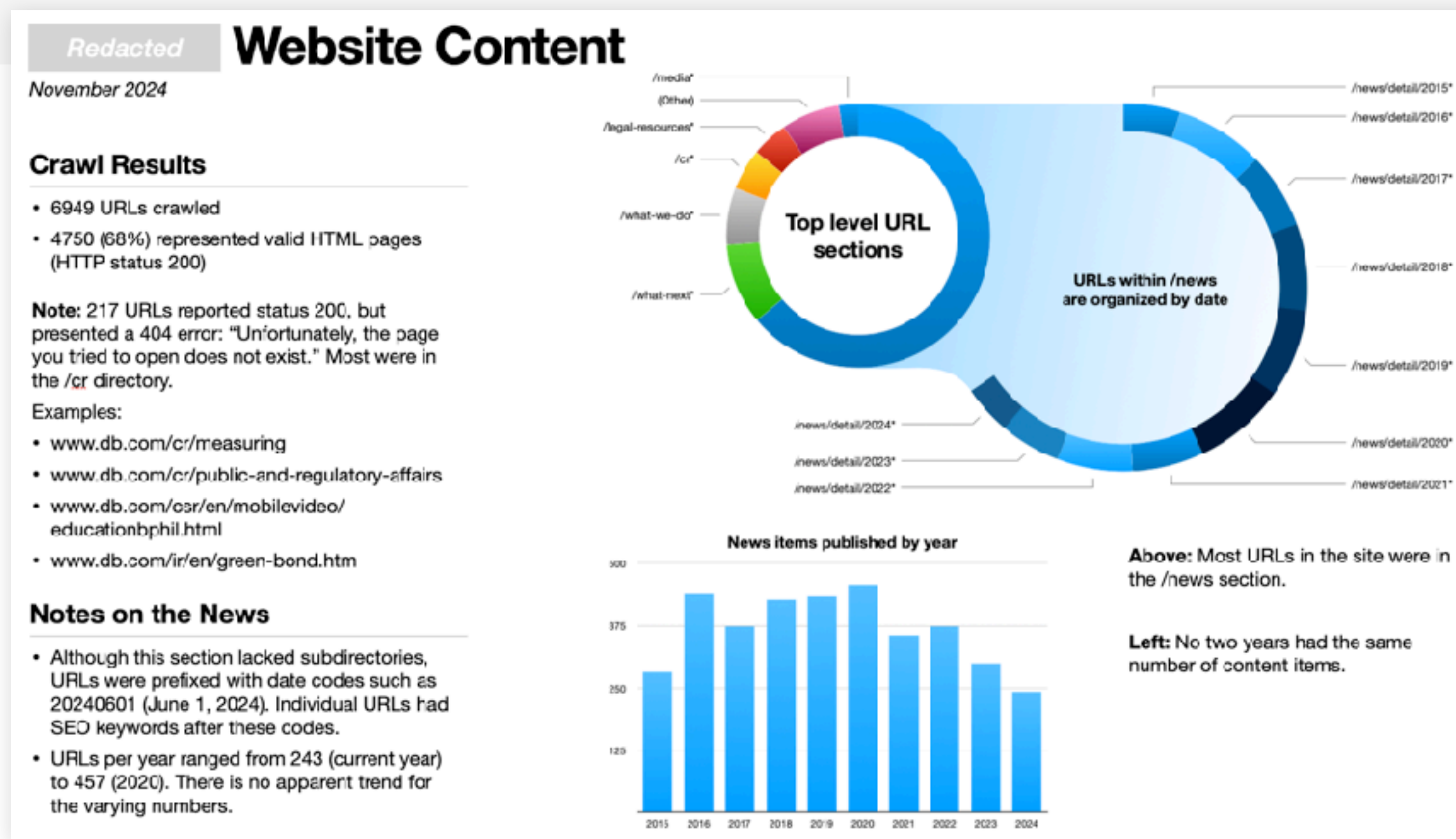
Understanding accurate estimates saved time and effort.

What content problems do we have but don't know it?

Glean insights by examining content per section and type.

Can't we just automate everything – copy it from the old site?

Uncover errors, redundancies, and opportunities to fit legacy content into the design teams' new information architecture.



High-level Content Audit

Crawl Results

7426 URLs found

- 373 were on subdomains (audit covered www)
- 48 PDFs
- 6068 valid HTML URLs

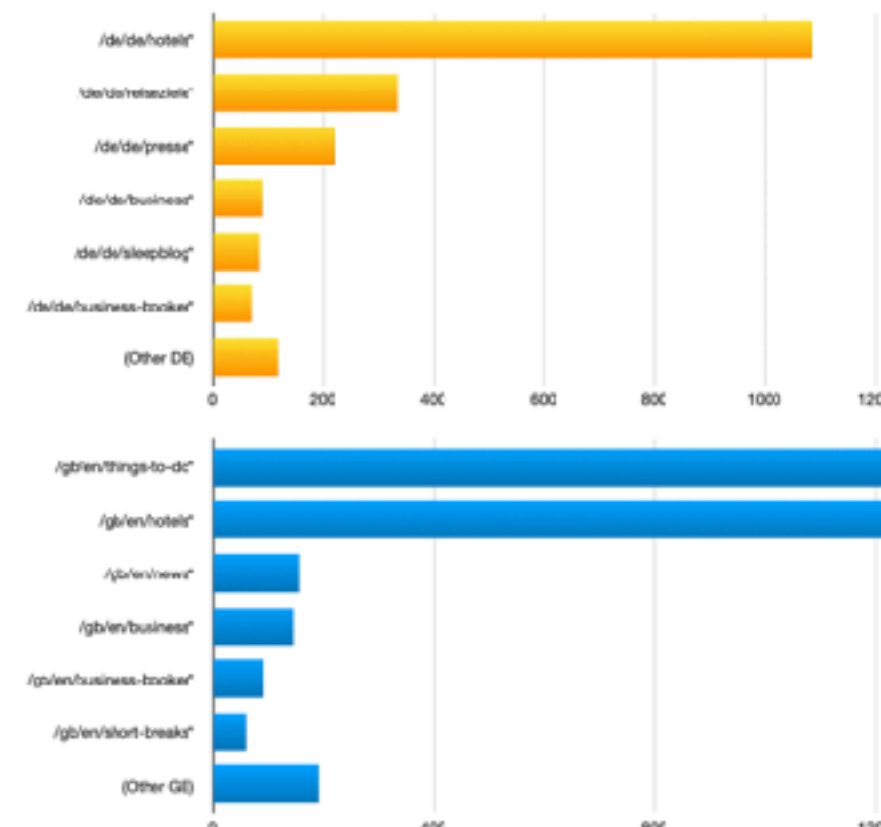
Subdomains found

- business.premierinn.com
- experiences-mena.premierinn.com
- glcbl.premierinn.com
- mena.premierinn.com
- premierinn.com
- reservations.mena.premierinn.com
- secure2.premierinn.com
- t.e.premierinn.com
- www.businessaccount.premierinn.com
- www.premierinn.com

Observations

Most content exists within the English sections of the site. Within that, "things-to-do" and "hotels" are by far the most populated.

Content within the English and German sections are far from a 1:1 match. Upgrading a CMS and redesigns are opportunities to review the mismatch.



Visualized spreadsheets

Not every client resonated with presentations. Some preferred to get their hands into data, which is one reason I developed custom spreadsheets with visual cues.

In this example, each column represents a regional or product website scheduled to merge into one corporate site. Each cell represents a unique URL.

- **Dark green cells** are exact matches, which I used to show how we could save time during the migration.
- **Light green cells** are similar, possibly copied with regional variations.
- **Yellow and pale yellow** cells are related topics but unique content — likely targets for copywriters to integrate or rewrite.

	A	B	C	D	E	F	G	H	I
	Topic	tycoifs.co.uk	tycoifs.ca	tycois.com	tycoifs.sg	tyco.eu	tyco.com	tycosecurityproducts.com	tycosimplexgri nnell.com
46									
47	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare
48			Surgical And Outpatient Clinics	Clinical And Medical					Surgical And Outpatient Clinics
49			Pharmaceuticals	Pharmaceutical					
50			Acute Care						Acute Care
51			Assisted Living And Long Term Care	Assisted Living And Senior Nursing Facilities					Assisted Living And Long Term Care
52			Nursing Home						Nursing Home
53			Healthcare Communications						Healthcare Communications
54									
55	Education	Education	Education	Education (small)	Education	Education		Education	Education
56			K-12	Education (enterprise)					K-12
57			Colleges And Universities						Colleges and Universities
58									
59	Retail (1)	Retail solutions	Retail	Retail (small)	Retail	Retail	Retail	Retail	
60				Retail (medium)					
61				Retail (enterprise)					
62			Commercial	Commercial And Industrial	Commercial	Commercial	Commercial & Industrial	Commercial/Industrial	Commercial
63					Industrial And Manufacturing	Industrial			Industrial
64									
65					Home Security	Home Security	Home Security	Residential	
66									
67	Marine	Marine			Marine	Marine	Marine	Ports/Maritime/Transportation	
68									
69	Transportation	Transportation	Transportation And Logistics	Transportation And Logistics	Transportation	Transport & Logistics	Transportation		Transportation
70		Warehousing and logistics	Warehousing And Logistics	Warehousing And Logistics					Warehousing And Logistics
71				Warehousing					
72								Aviation	
73									
74	Oil & gas	Oil and gas	Chemical And Petrochemical		Oil & Gas	Oil & Gas	Oil & Gas	Oil & Gas	Oil, Power, and Gas
75		Energy - Utilities							
76									
77	Business		Business Services	Business Services (small)					
78				Business Services (medium)					
79			Small Business			Small Business			
80									
81	Restaurant		Restaurant	Restaurant (small)					
82				Restaurant (enterprise)					
83		Leisure and Entertainment	Food And Beverage	Food And Beverage					
84			Hospitality And Entertainment	Restaurants And Entertainment				Hospitality and Food Service	
85								Gaming, Sports & Leisure	

Getting attention in a crowd

The local hiking group Weekend Hikers & Beyond uses Meetup to promote its events, grow membership, and get RSVPs.

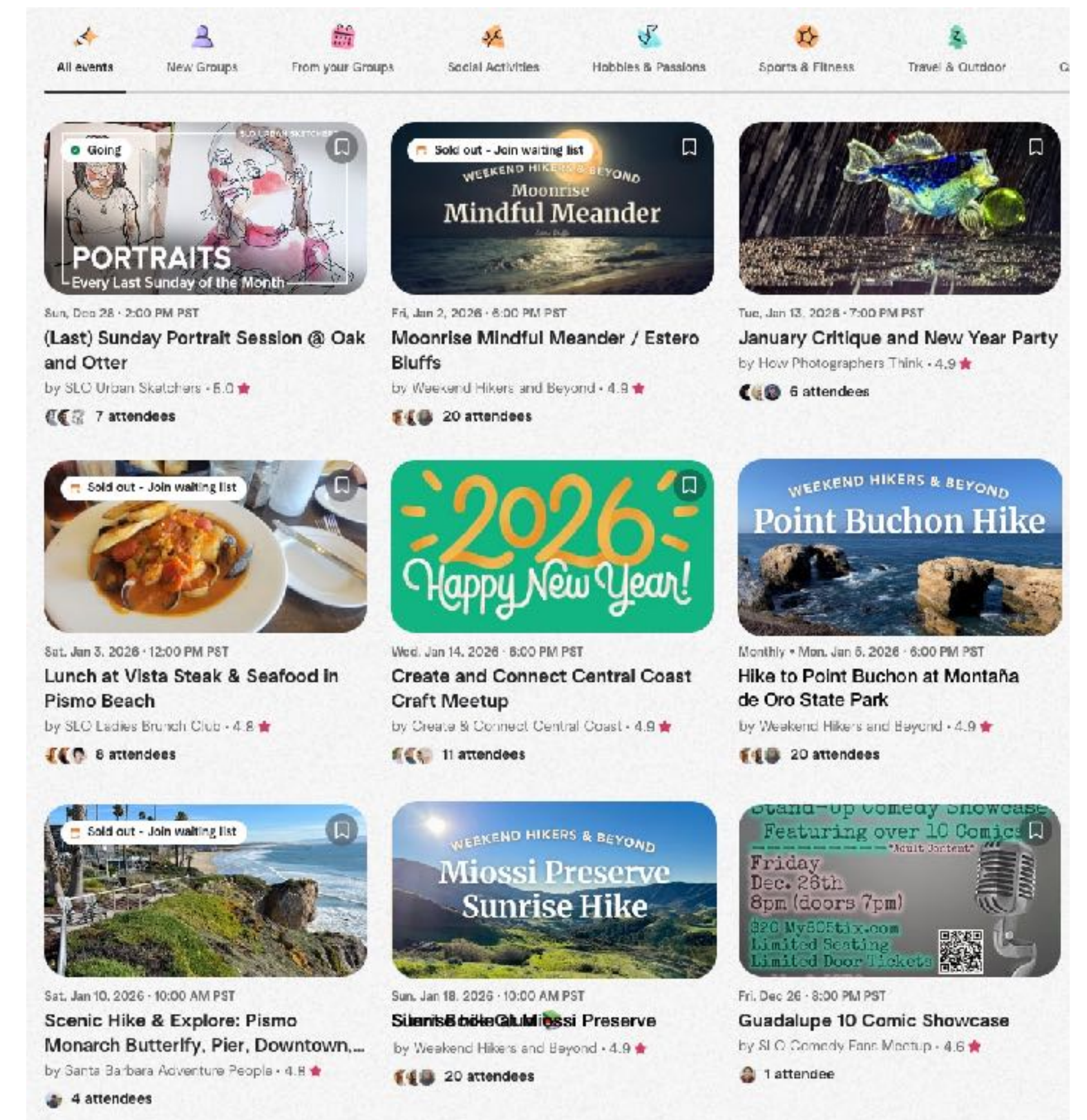
But Meetup groups are diverse and overwhelming. Getting attention among the many other groups and events relied on word of mouth, SEO keywords, and luck.

As one of the group leaders, I believed we could do better.

Events list on the mobile app



Events list in a desktop browser



A library of titles

To achieve our goals of boosting attendance and consistency, I created a simple strategy.

- **We continue to host events that people enjoy.** Our annual survey and anecdotal evidence says that the best way to get attention is to lead hikes that people crave.
- I created **a distinct brand look** to make our events stand out from others. Hikers have told us that they know to look for our distinctive arch and typography.
- Over time I **removed elements** until I discovered its essentials.
- I traveled to each popular site and shot photos specifically with title graphics in mind.

51px Avenir Next

Available as a transparent PNG to copy into most graphics editors

WEEKEND HIKERS & BEYOND
Location Goes Here
A.K.A. MT. MADONNA

120px Merriweather Bold

Adjustable from 108–130px to account for extra long names

51px Avenir Next

Optional footnote for special information

Flexible + memorable

With tweaking, the format proved flexible with a variety of photos provided by hike leaders. It also worked with a variety of events including hikes, kayaking, presentations, overnight trips, and announcements.

Results

- A library of more than 50 titles from which hike leaders can pull for their events.
- WH&B receives 10–30 RSVPs within two days of announcing events on Meetup. Other factors, like timing, location, and season, also affect attendance.
- Anecdotally, hikers say they actively look for our style on Meetup.



Pay attention (but not too much)

Pen & Pier is a fiction writing group that meets in person, but announces events through the chat program Discord.

But announcements and reminders were easy to overlook among conversations. Tagging @everyone was obnoxious. How could we get attention, convey vital information, and not annoy people?

To solve that:

- I created **a series of graphics** designed to get attention without dominate conversations.
- I used colors to indicate online video vs in-person events.
- I used size to indicate informal but regular chat events.

Logo

Pen & Pier Remove the ellipse when only one color is required.

Pen & Pier Use the ellipse for multiple colors or to distinguish from items around the logotype.

Pen & Pier Visual Language

In-person events

Online events

Criteria

- Balance attention-grabbing with minimal interference on chat
- Immediately understandable
- Works online and in print

Solutions

- Three-color system
- Thin layout
- Dominant typography, secondary visuals

Website

Flyer

Same message, varying themes

In-person	Online	

Mondays	Wednesdays	Fridays	Saturdays	Special events

Design standards designed to adapt

Knowing that people would start to develop “ad blindness,” I emphasized the simple titles with large, slightly-angled text and bold colors. I was careful to make the secondary information small – but still readable in at a glance.

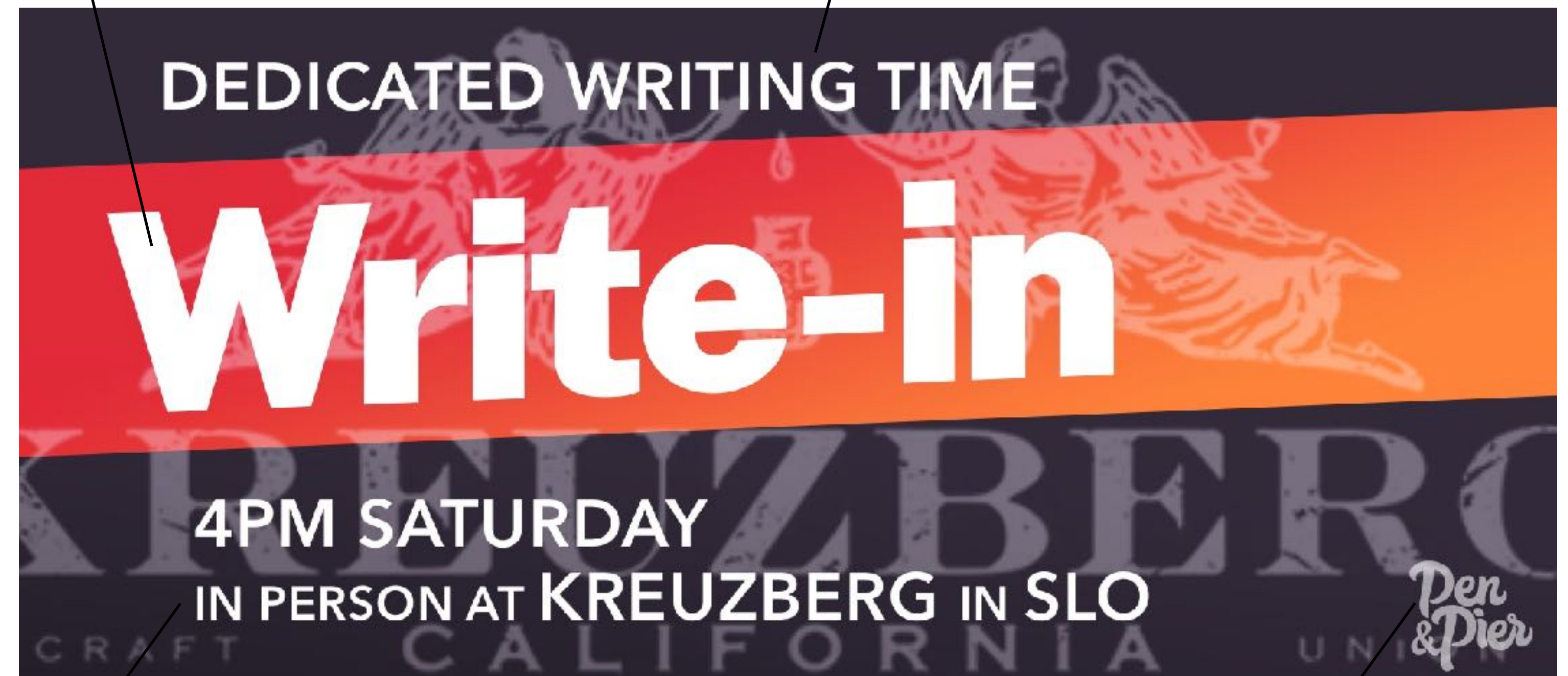
The goal was to provide critical time/date/place event information to new group members, while alerting regulars who just needed a reminder.

What is it?

A title that's familiar to writers

What's it for?

A one-line explanation of the event's purpose



When and where is it?

Critical information for new people and a reminder for regulars

Who is it?

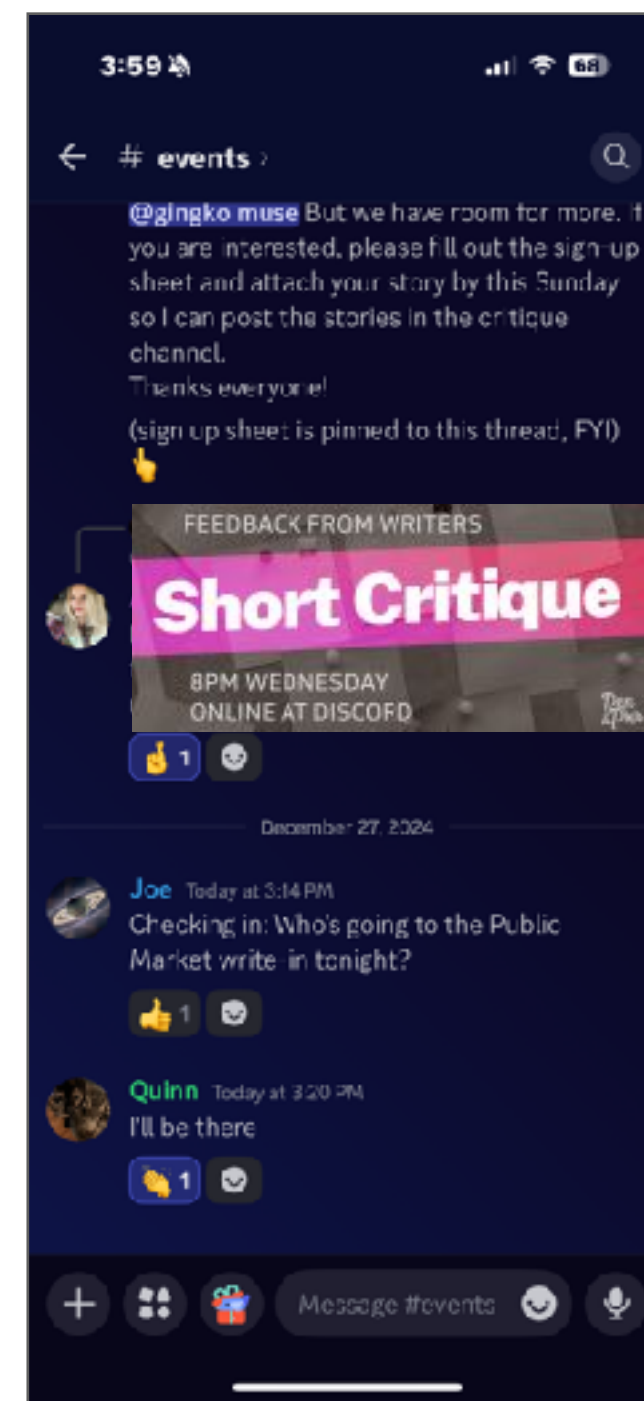
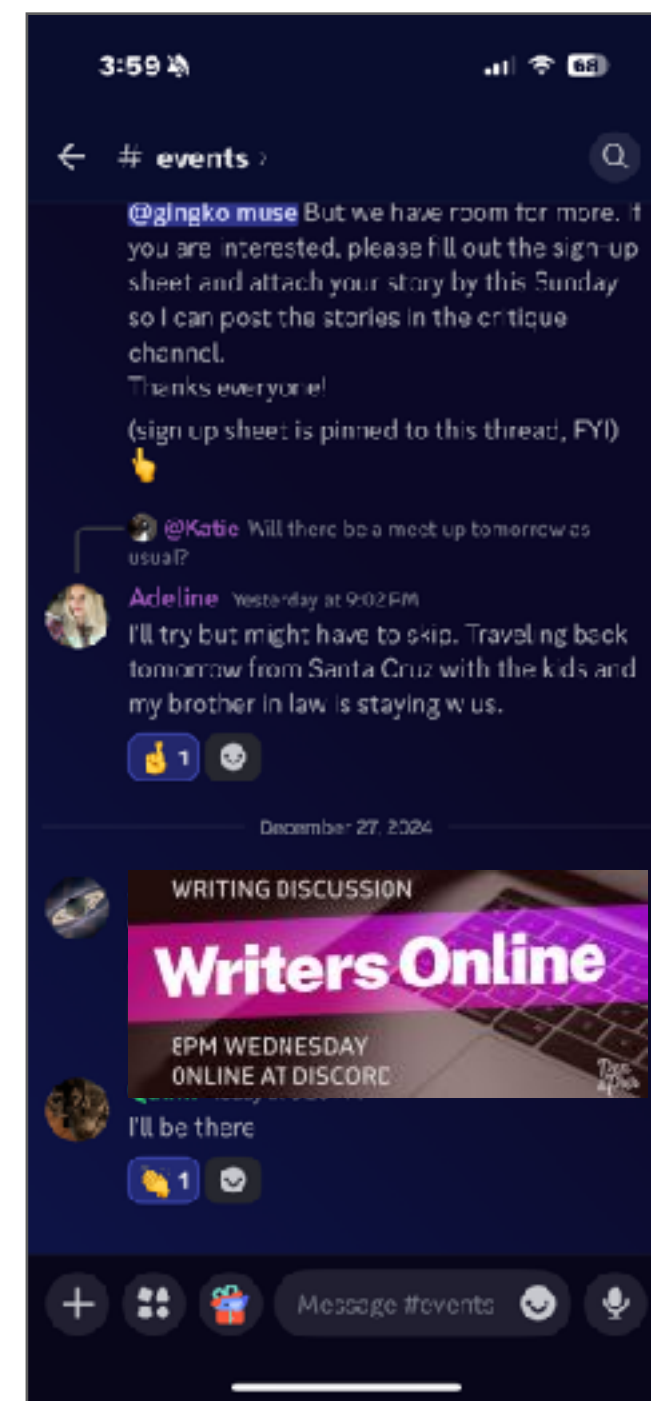
Logo and distinctive colors made these suitable for reuse on social media and flyers

What made reminders successful

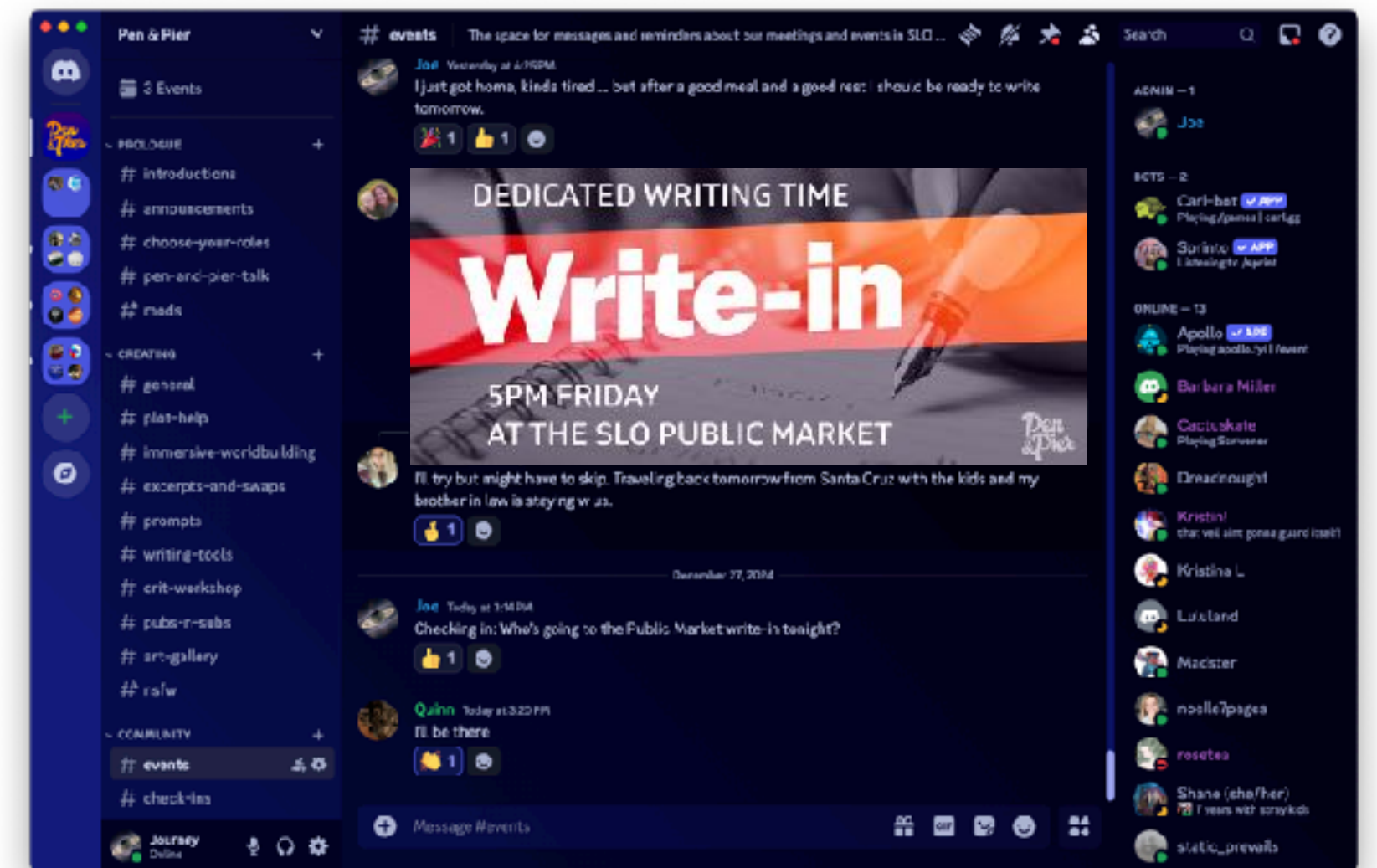
Here we see examples of the graphics in Discord. The goal was to get attention with a recognizable look, then allow conversations to move on.

- **Visual height** balanced between “big enough for vital info” and “small enough to scroll away.”
- I used **colors as organization tools**, creating categories with hues.
- The messages contained only vital information, making them **welcome reminders** instead of interruptions.

Discord app (iOS)



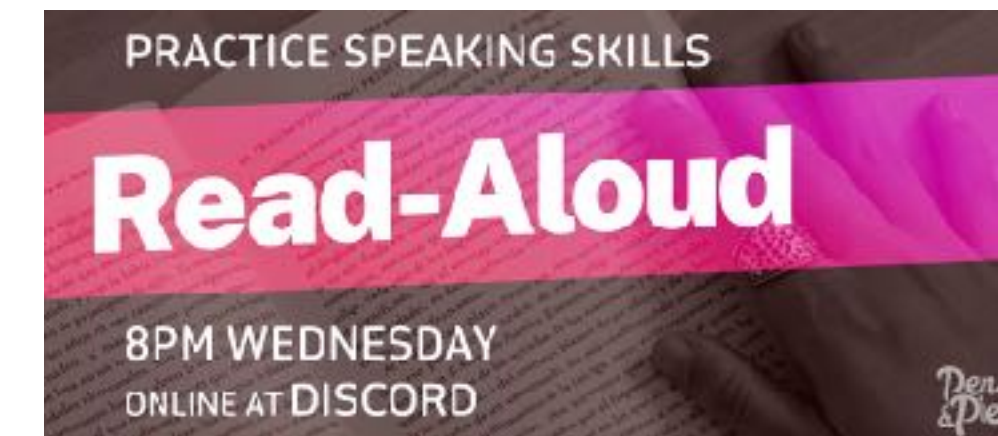
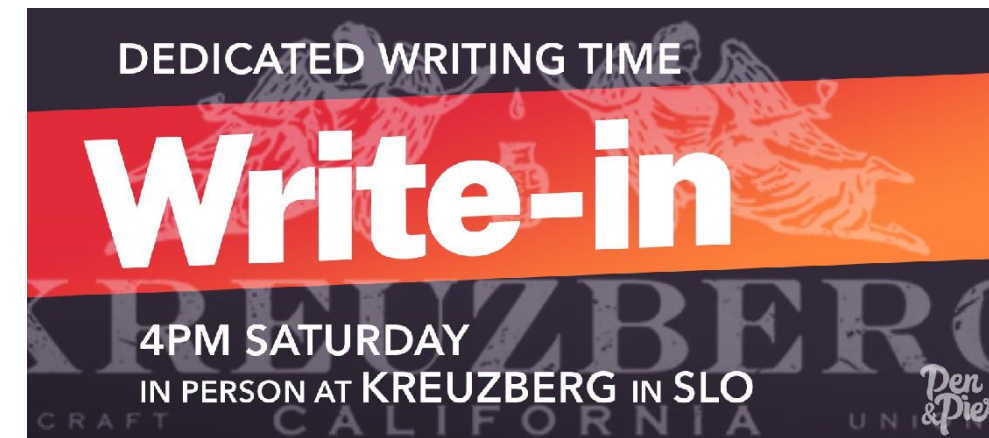
Discord app (desktop)



Notice this and read on

By repeating the style with variation:

- Regular members could overlook the specifics they didn't need
- Hues implied tertiary information, such as which events were online or in person
- We stayed flexible enough to create new events for specific needs
- We could discontinue old events or modify details if venues changed along with official announcements.



Answers in ebooks

In 2025 people asked me some specific questions in smartphone photography. Beyond giving them quick answers, I wanted to make in-depth replies that we could share.

Over time I created a series of ebooks, each answering one question or covering one topic. The person who asked got a free copy. Others could buy a copy for \$3.



Seeing vs Observing

Seeing is what you see. Observing is what you notice. It's the difference between a snapshot and a story.

But First, Some Terminology

Understanding the basics of photography terminology is essential for taking better photos.

A Boring Photo? How Interesting

How can you make a boring photo more interesting? It's all about composition and lighting.

Practice With an Object

Practice your photography skills with a simple object like a cup of coffee.

What's in a Photo is the Photo

What you include in your photo is what the viewer sees. Be intentional about your subject matter.

How to Practice Observing

Observing is a skill that can be practiced anywhere. Here are some tips to help you get started.

Setting a timer in iOS and Android

Using a timer on your smartphone can help you take better photos without being in the frame.

Practice With an Object

Practice your photography skills with a simple object like a cup of coffee.

1. Wait

Waiting for the right moment can make a big difference in your photos.

2. Move

Moving your camera or the subject can create a different perspective.

3. Play

Playing with light and shadow can add depth and interest to your photos.

Practice From the Outside In

Start with the background and work your way towards the subject.

Practice From the Outside In

Start with the background and work your way towards the subject.

Practice From the Outside In

Start with the background and work your way towards the subject.

Use Size and Placement to Emphasize the Subject

How you frame your subject can make a big difference in how they are perceived.

Use Size and Placement to Emphasize the Subject

How you frame your subject can make a big difference in how they are perceived.

Points to Practice

Here are some key points to remember when you're practicing your photography skills.

Points to Practice

Here are some key points to remember when you're practicing your photography skills.

Testing the techniques

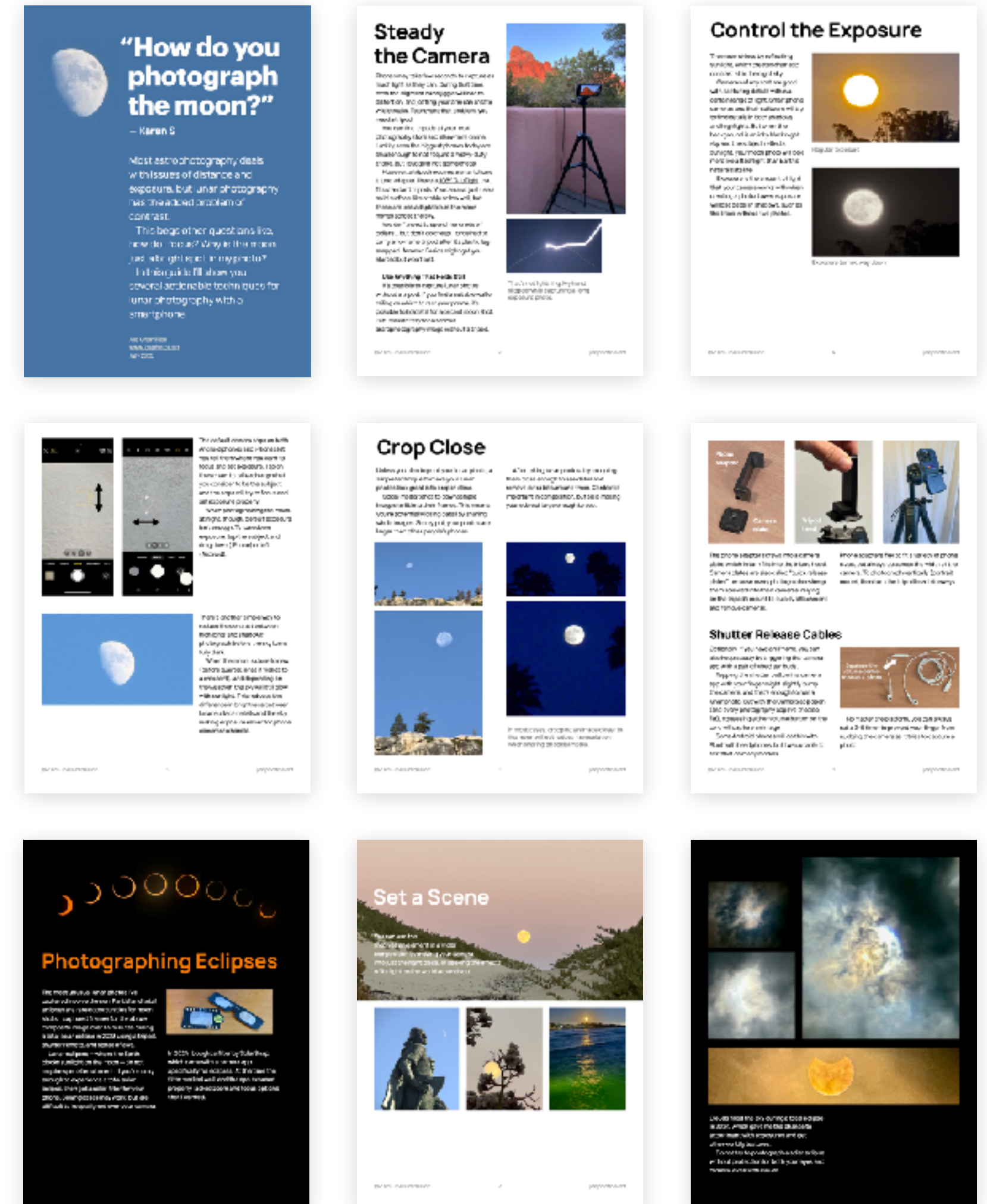
To make each ebook, I researched the topic and tested techniques myself. In one instance, "How do you photograph the moon?", I led a group outdoors at sunset to practice lunar photography and test my tips with real people.

On-site practice



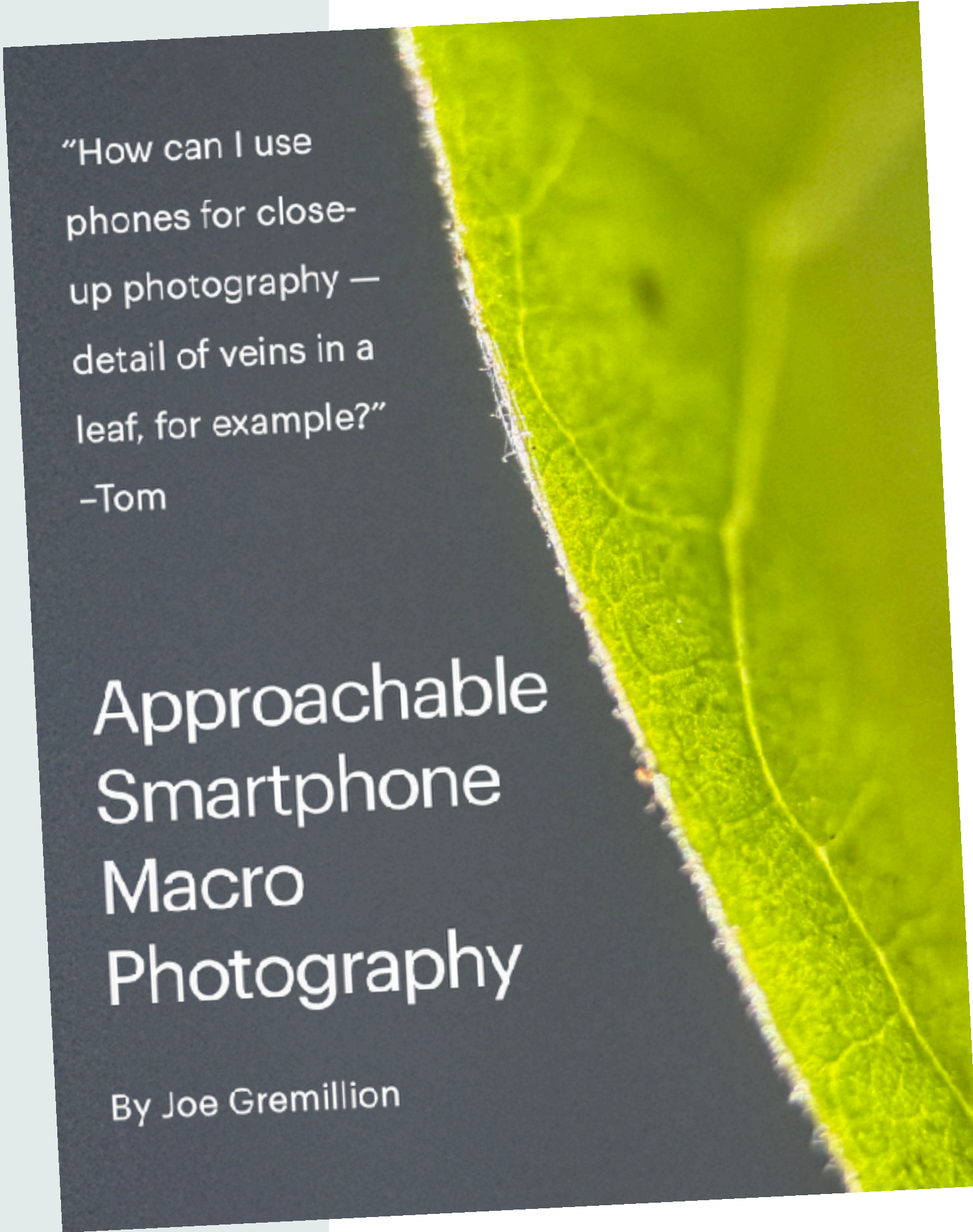
Yours truly, in green, with students at a lunar photography shoot, Islay Hill in San Luis Obispo.

Lessons and reference



Results

The ebooks also serve as useful references for specific techniques. Adding to the collection and promoting them to the right audiences will continue to inform hobbyist photographers about the cameras in their pockets.



“How can I use phones for close-up photography — detail of veins in a leaf, for example?”
—Tom

Approachable Smartphone Macro Photography

By Joe Gremillion

A grid of 24 small thumbnail images representing pages from the ebook. Each thumbnail contains a title, a small photograph, and a list of bullet points or short paragraphs. The titles include:

- What makes a macro?
- Depth of field
- Controlling depth with camera apps
- Practice working with depth of field
- Harsh light is a tool
- Zooming closer after zooming in
- How do we zoom by cropping?
- How don't we zoom by cropping?
- Another kind of focus
- Composition matters
- Examples of closer crops
- Extra Gear
- Extra Gear
- Hey, if it works
- Practice with a tiny scavenger hunt

Setting expectations

Smart hike leaders take steps to tell people about the terrain, distance, and conditions before leaving the trailhead.

As a leader of leaders, I explored different ways to set expectations beyond simple text descriptions. One of my successes came from giving talks at REI. I created each presentation with:

- Photos
- Videos
- Maps
- 3D fly-around videos
- Anecdotes
- Q&A
- Fun quizzes

Miossi Preserve Lollipop

HOURS 1:45-2
MILES 3.8
GAIN 830'

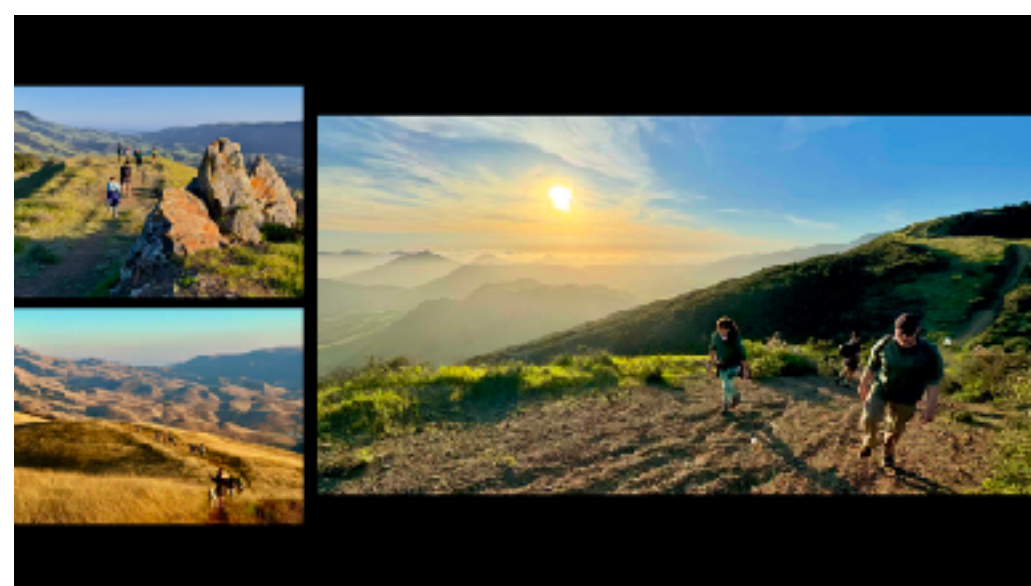
Moderately difficult with steady climbing. Mix of jeep road and single track dirt trail.

Dogs allowed on leash.

Dedicated parking area just at the bottom of the grade. Be careful when crossing 101.


Notable features: Railroad tunnel crossing and panoramic vista of the morros

[wehike.org / hikes / miossi.html](http://wehike.org/hikes/miossi.html)



Preparation

- Keep a lightweight jacket handy
- Base layer, mid layer, shell
- Avoid cotton in wet weather
- Bring sun protection and water
- Check the forecast for your destination, not what it feels like in your area



Introduction
Terminology
In & Around SLO
Weather & Microclimates
Montaña de Oro
Five Cities
Be Prepared
Questions



Learning as we go

The best way to improve my presentations was to give them. Speaking to groups of 10–20 people, I learned to streamline the sections, anticipate questions, and not rush through vital information.

I also learned the value of starting each talk with an icebreaker, inspiring video, and setting a tone that balanced trail-savvy confidence with welcoming enthusiasm.



Above: yours truly giving a presentation at REI.

Structure

I organized the talk around different types of information.

- **Routes:** Each of the 10 routes begins with maps and facts, and end with photos.
- **Regional:** Regional information includes maps and microclimate descriptions.
- **Gear & terminology:** For people new to hiking, a quick overview of recommended starter equipment and common phrases.

Routes

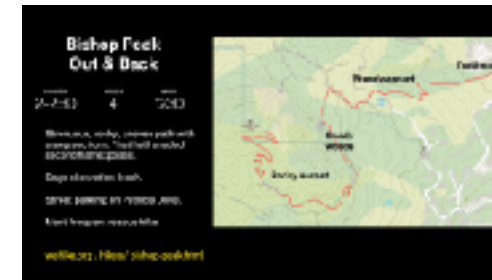
Maps/info

Photos

Cerro San Luis



Bishop Peak



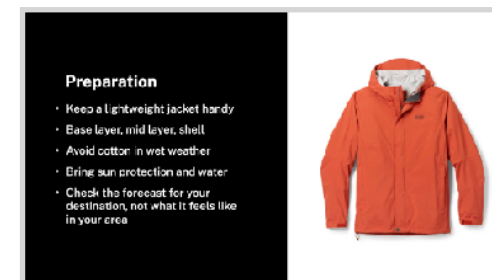
Islay Hill



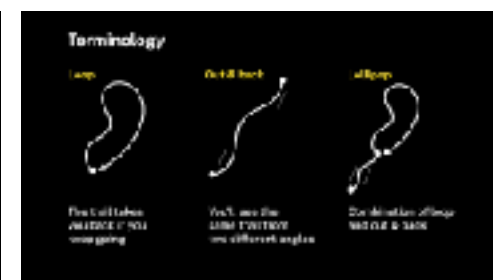
Other info

Freeform as appropriate

Gear



Terminology



Other talks

“SLO Hikes” was one of several talks I've given as a third-party speaker at REI. Based on my longer treks abroad, TMB '24 and Iceland '25 (coming in 2026) inspired, informed, and entertained hikers of varying skill levels.



Results

“Joe is very informative and provided an accurate description of the hike.”

Lori Thompson

“Oh my gosh, the presentation was epic! Thank you so much!”

Linda

“Thanks for all the great information! You put together a fantastic, informative presentation. I especially appreciated the mapping program that showed the hiking routes in a live fashion. Well done.”

Kay Lathrop

Kristie W

[Tour du Mont Blanc Presentation](#)

★★★★★

Kathy

[Hiking SLO: An Introduction to Local Trails](#)

★★★★★

Michael

[Hiking SLO: An Introduction to Local Trails](#)

★★★★★

Dave Williams

[Tour du Mont Blanc Presentation](#)

★★★★★

Megan

[Hiking SLO: An Introduction to Local Trails](#)

★★★★★

Karen

[Hiking SLO: An Introduction to Local Trails](#)

★★★★★

Ron

[Hiking SLO: An Introduction to Local Trails](#)

★★★★★

Maureen

[Tour du Mont Blanc Presentation](#)

★★★★★

Joe Gremillion's résumé

Corporate

Content Strategist Tata Consultancy Services 2018–2025

- Audited website content for more than 90 corporate clients including Air India, Home Depot, Atkore, Johnson Controls, and New York Life.
- Coordinated content migrations with project managers and designers. The largest project involved more than 59,000 URLs across a dozen sites.
- Created internal training presentations on content, HTML, and best practices. These included videos and live Zoom talks.
- Developed comprehensive taxonomies for clients, the largest of which turned 2,540 unorganized tags into 900 with a an adaptable structure suitable for the entire corporation.

Content Strategist UXPin 2015–2017

- Created tutorials that demonstrated the product's capabilities, reaching more than 1,000 potential customers per article.
- Spearheaded documentation and onboarding effort that reduced questions to customer service by about 20%.

Independent

Lead Organizer Weekend Hikers & Beyond 2021–present

- Guide groups of 5–30 people on local day hikes.
- Set expectations and enthusiasm with welcoming pep talks.
- Announce and advertise events online with plain language and photos.
- Create & enforce brand language.
- Give live presentations at REI about local trails, safety, tips, gear, and more.
- Grew membership from 1,800 to 2,600 over four years.
- Coordinate with other hike leaders to keep the events calendar active.

Independent photographer On the Central Coast 2025–present

- Sell nature photos on paper and metal photo prints.
- Publish ebooks on specific techniques with smartphone cameras.
- Teach classes on smartphone photo techniques at a local creative studio.
- Design SLO-themed stickers, coffee mugs, and other products.
- Market myself online and in person with events and a flexible social media campaign.

Joe Gremillion's résumé

Corporate

Design Author **ZURB Design,** **2013–2015**

- Organized and moderated weekly online presentations and Q&A sessions between the company's designers and customers.
- Created tutorials that demonstrated the product's capabilities, reaching more than 1,000 potential customers per article.
- Spearheaded documentation and onboarding efforts that reduced questions to customer service by about 10–20%.

Senior Web Developer **KGBTexas Design Agency** **2011–2012**

- Built and troubleshoot websites, web apps, and iOS apps for clients.
- Led staff training to promote literacy in HTML and CSS.
- Wrote design-and tech-related articles for the company blog.
- Troubleshoot Mac problems for staff. “Learn by solving.”

Independent

Freelance Writer **San Antonio, TX** **2012–2013**

- Wrote articles for online publications including Smashing Magazine and Webdesigner Depot, on topics in web design.

Freelance Web Designer **San Antonio, TX** **2010–2011**

- Built and maintained websites and brand guidelines for local businesses.
- Clients included H-E-B Groceries, USAA, and the San Antonio Botanical Gardens.

Joe Gremillion's résumé

Corporate

Web Developer **Webstarters, Auckland NZ** **2006–2009**

- Worked with small-business clients to design and execute company websites based in PHP and MySQL.
- Created and edited graphics to fit brand requirements.

Art Director **MiPueblo Publishing** **2004–2006**

- Created and maintained style for the San Antonio's first bilingual yellow page book.
- Built custom quarter-, half-, and full-page ads for high-profile clients.
- Developed and maintained a website for the company.
- Developed and maintained a MySQL database to track more than 3,000 ads and coordinate with the website.
- Troubleshoot Mac problems for the sales team.

Web Developer **Clear Channel Communications** **2001–2003**

- Worked on a team to adapt websites bought by corporate, and troubleshoot problems in PHP/MySQL.
- Created and maintained a new web-based news management tool to distribute content across more than 1,100 corporate-owned websites.

Educational

Lecturer **San Antonio College** **1999–2006**

- Taught courses in Photoshop, digital photography, and web design at the departments of Journalism and Art.
- Created course materials and a booklet to flesh out the nascent curriculum.
- Tutored students on Adobe InDesign, Photoshop, and related technologies. Remember Aldus FreeHand and QuarkXpress?

Joe Gremillion's résumé

Corporate

Web Designer

TXN: The Texas Network

1999–2000

- Worked on a team create a series of Texas-themed sites, both in-house and for affiliates.
- Created original infographics for the news team.
- Helped maintain the sites as needed.

Web Designer

San Antonio Express-News

1998–1999

- Created websites for the New Media department of the city's premier newspaper.
- Helped troubleshoot and maintain existing websites.

Graphic Designer

Dallas Morning-News

1997–1998

- Created original infographics for various news teams.
- Created illustrations to accompany feature articles.
- Laid out and set (digital) type for the weekly Arts & Entertainment pages.

Joe Gremillion

joephotos.art noonskyblue@pm.me March 2026