

## Technical Skills

Adobe Photoshop  
InDesign  
Illustrator  
Dreamweaver  
HTML & CSS  
After Effects  
Edge Animate  
QuarkXpress  
Final Cut Pro  
Xerox 770 Digital printer  
Epson 9900 wide format printer

## Education & Specialized Training

### GENESEE COMMUNITY COLLEGE

Web Publishing and Design Degree  
(in progress).

Field of study includes Flash,  
HTML5, CSS3, Java

### NEW HORIZONS LEARNING CENTER

Advanced Photoshop, HTML, Flash,  
DreamWeaver

### MONROE COMMUNITY COLLEGE

Adobe Photoshop Fundamentals

### GRAPHIC CAREERS, INC.

Accelerated Graphic Arts school focusing  
on all aspects of the field, taught by  
industry professionals

## Work

[JohnJCreative.com](http://JohnJCreative.com)

**Designer/Art Director** with a proven track record for taking creative strategy from concept to final product. Experience in a wide variety of industries from banking, retail and automotive to funeral homes and firearms. Designed and implemented B2B and B2C marketing campaigns for national and Fortune 100 companies, including Aetna, Citigroup, Goodyear, HSBC, Kodak, MBNA, Spherion, Valvoline and Wachovia.

## Experience

### AMERICAN TACTICAL (2013 – Present)

#### Art Director/Sr. Graphic Designer

Part of an in-house marketing and design team for a worldwide import company specializing in the firearms, ammunition and tactical equipment industry.

- Design e-blasts, print advertisements, web banner ads, catalogs, large-format posters and banners for tradeshow
- Played a key role in rebranding American Tactical to demonstrate a more cohesive look between their family of brands
- Generate customer interest and feedback with updates to social media sites with current promotions and topics

### JOHN JOHNSTON DESIGN (2009 – Present)

#### Freelance Art Director

Worked both on-site and remotely, providing freelance design, art direction and creative direction for local and national companies.

- Developed high-performing websites for several small businesses, including Transcend Manufacturing and Rinnovare
- Concepted innovative multi-touch mailings for Valvoline Instant Oil Change and Goodyear incorporating best solutions for digital print
- **LEAP TIE** (2013 – Present). Providing a range of elements for the death care industry including art direction and creative direction for direct mail, advertisements, campaigns, and social media graphic updates
- **BUTLER/TILL** (2012). Maintained high standards of client branding by creating graphics for static and animated banner ads, HTML e-mails and websites

### CATALYST INC. (1999 – 2009)

#### Art Director/Senior Art Director

Lead designer that delivered clean, effective designs across traditional DM, e-mail and websites. Produced and developed compelling, breakthrough concepts that exceeded client expectations, as well as the projected ROI.

- Key contributor to Kodak Graphic Communications Group, creating unique and effective B2B solutions, resulting in a 16% account growth over 3 years
- Instrumental in complete redesign/strategy of Valvoline's DM materials
- Project leader for the HSBC credit card monthly letter package campaigns, resulting in 23% lift over client's control packages
- Concepted, storyboarded and contributed to filming and production of broadcast commercial for non-profit organization Hearing Health

### AMERICAN SPORTS MEDIA (1995 – 1999)

#### Graphic Designer

Designed complete football publications for Jets Confidential, Shout!, Giants Insider as well as ads, direct mail and calendars for this small publication firm.