



profile

John is an accomplished Creative Director and Graphic Designer with proven hands-on leadership in brand building and integrated B2C marketing strategy in a fast-paced, collaborative environment.

experience

Proponent Federal Credit Union | Creative Director

Jul 2018 - Present

Directed re-brand to support digital-first, app-centric banking and lending services. Omnichannel marketing pipeline includes new website, digital banking app, lead-driven email and direct-mail campaigns, organic and paid social media strategies, targeted digital and print advertising in two national markets. Brand awareness video spots on major streaming networks. Additional responsibilities include UI/UX design, copywriting, illustration, storyboarding, animation, vendor liaison, offset and digital press production, photography, video, set and lighting design.

Mattera MGMT | Freelance Graphic Designer

Feb 2018 - Jul 2018

Print and digital advertising, marketing touch points include brochures, flyers and email campaigns for community outreach and youth programs throughout the New York City area.

Strong Studio | Freelance Graphic Designer

Feb 2018 - Apr 2018

Food packaging for national brands, brochure, digital advertising and trade show graphics for financial firms, tech, and non-profit clients.

Lorelli | Freelance Graphic Designer

Jun 2017 - Jan 2018

Digital advertising, privacy wraps and branding for luxury real estate properties throughout the New York City area.

Acolyte LED | Staff Graphic Designer

Feb 2016 - Jun 2017

Product packaging, renderings, annual print campaigns in Architectural Digest magazine, social media management, new website design, trade show graphics, product brochures and email marketing.

skill proficiency

Photoshop, Illustrator, InDesign, Premier, After Effects, Brightpod, Smartsheet, Monday, Keynote, Powerpoint, Creative Direction, Design, Content Creation, Marketing Strategy, Leadership, Project Management, Wireframes, Prototypes, Photography, Illustration, Animation, Video, Copywriting, HTML5, CSS, UI, UX, Wordpress, Squarespace

education

School of Visual Arts
2008 | BFA Graphic Design

awards

Graphis Platinum, Gold, Silver
2024 | 2019 | 2016 | 2015 | 2014

contact

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