

JOHN HOWELLS

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SWEET SKILLS

Art Direction / Web, Mobile and Print Design / Adobe Photoshop, Illustrator and InDesign / QuarkXPress Basecamp / A Mac Guy / RGB, CMYK and Pantone Compatible / X-ACTO Blade Whiz / Project Management Knowledge of HTML5, CSS3, Adobe Dreamweaver and Flash / Pop-Culture Junkie / All Smiles :-)

EXPERIENCE

SNACKABLE MEDIA / Lead Designer and Art Director / New York, NY / September 2009 – Present
Entertainment-focused web and mobile products that engage members in interactive loyalty programs

- Oversees a team of 9 designers, copywriters and front-end developers
- Projects include: logo and brand development, concept and design of product and e-commerce websites, iPhone, Android and Facebook apps, acquisition landing pages, email campaigns, online display ads, DRTV commercials, tradeshow booths, print ads and marketing materials
- Drafts website maps, flow charts, and wireframes with a focus on user interface and experience
- Storyboards DRTV spots for product-partnerships with Viacom and Endemol
- Manages corporate and product brand standards and key assets like logos, fonts and stock imagery
- Coordinates company presence at industry tradeshows like Leadscon, Affiliate Summit and MMA
- Serves as production manager and print buyer for marketing materials and promotional items
- Approves proofs and attends press checks to maintain standard of quality

JONNYVISION / Freelance Designer, Art Director and Brandmaster Flash / New York, NY / 2005 – Present
Creating fresh solutions in web, mobile and print for clients in retail, food, and professional services industries

- Projects include: logo and brand development, concept and design of websites including blogs and e-commerce platforms, iPhone and web apps, acquisition landing pages, print ads and marketing materials
- Secures, employs and works closely with copywriters, front-end developers, quality assurance professionals and printers to complete websites and printed communications

IMPAX MARKETING GROUP / Senior Designer / Philadelphia, PA / March 2009 – September 2009
Clients: Avis Budget Group, Nutrisystem, Dow Jones & Company (Wall Street Journal)

- Concepted and storyboarded DRTV and online commercials for Nutrisystem
- Designed creatively within corporate brand standards for print ads, online display ads, bus wraps, signage, and tradeshow booths
- Worked closely with the copywriter to develop ad campaigns and tradeshow theme concepts
- Managed creative department when art director was unavailable

MUNROE CREATIVE PARTNERS / Designer / Philadelphia, PA / January 2006 – March 2009
Clients: JPMorgan Chase, Comcast, Sunoco, Allen & Company, Furr's Buffet

- Projects included: logo and brand development, concept and design of websites, print ads, invitations, brochures and direct marketing
- Created project plans that set firm and realistic deadlines for each phase of the project
- Interfaced with clients on a daily basis and during presentations
- Built full-scale mock-ups of print work and prepped files for print
- Organized student mentor and internship initiatives

EDUCATION

THE ART INSTITUTE OF PHILADELPHIA / Bachelor of Science in Graphic Design / Graduated 2005, GPA 4.0
Best Portfolio – Graduating Class / Graphic Design Advisory Board Member