

John Countryman

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PROFILE

Highly dedicated design professional with over 10 years of experience conceiving, developing, and managing the implementation of design plans across a wide variety of media platforms. Diverse experience includes graphic design, creative direction, web development, strategic planning, and art department management. Demonstrated ability to manage projects from inception to completion, successfully tracking the costs, workflow, approvals, and the details involved in execution. Experience with corporate identity, packaging, print collateral, advertising, annual reports, web and multimedia.

- Well-developed Project Management Skills
- Budget Planning and Management
- Highly Effective Interpersonal Skills
- Market Planning and Plan Execution
- Budget Planning and Management
- Account and Business Development
- Strong and Effective Interpersonal Skills
- Ability to multi-task, prioritize initiatives & meet deadlines
- Deep Technology Knowledge
- Highly organized, results oriented and schedule driven
- Big picture focus with an eye for detail
- Strong editorial and written communication skills

PROFESSIONAL EXPERIENCE

Seemlux, Orange County, CA – 2007 - 2009

Senior Art Director/Digital Asset Manager: Seemlux is a developer of a LAMP standard software that utilizes a Flash interface and InDesign server to create an automated marketing solution that allows a company to provide branded marketing materials to its franchisees. The software converts an InDesign template to a Flash file so a user can make their changes to the template before the system generates a X1A PDF for a designated printer to print.

Art Direction (Print/Flash/Online)

- Responsible for creating all company wide Flash animations
- Design, html production and deploy all email campaigns with Mindfire utilizing custom landing pages and variable content
- Design all company print and online marketing materials
- Update and manage software user interface
- Create user guide for client and end user

Digital Asset Manager

- Manage assets for 15 clients with a user base of 2,500 agents throughout North America
- Create and help enforce processes and procedures to acquire proper files and appropriate distribution knowledge throughout the different user groups
- Provide initial and on-going system training and promotion for various levels of users
- Track performance and continue to improve the process and training as the software is rolled out
- Create and support ideas and suggestions to improve the system and processes
- Responsible for training agencies and employees to use software
- Obtaining and uploading assets and creating, organizing and granting access to various users
- Train clients on how to setup InDesign template with variable scripts and upload to the system. Test all client templates.
- Develop and establish global policies and enforce standards

Freelance, Eugene, OR – 2005 - 2007

Art Director: Hired to help companies develop strong strategic and creative pieces for all manner of projects.

Partial Client List:

- **Moby Marketing:** Assisted CD in developing concepts, design and production of websites and banner ads for Suzuki, Ameals, Best Software and Western Union.
- **Warner Brothers Jazz:** Developed artist websites for newly signed musicians which included all creative concept, production and programming.
- **ALS Association for Shannon David Design:** Developed concept and handled all production for national advertising campaign for chapter organization.
- **Hum Music + Sound Design:** Developed Flash-based website for a music composition and production services firm including client FTP and administrative functions to allow client to update site.
- **Woodland Financial Service:** Created corporate identity and marketing materials for launch of new financial service firm.
- **Ultimate Baseball Online:** Developed front end design for real-time multiplayer online baseball game website.

Element Advertising, San Juan Capistrano, CA – 2002 - 2005

Senior Art Director: Oversaw all aspects of Art Direction for client projects. Participated in new business/client pitches. Directed strategic planning and business initiatives.

Partial Client List:

- **Christie Parker Hale:** Art direction, design and production of corporate identity, stationary, logo, announcement cards and newsletter templates.
- **Burr Forman:** Designed website for 150-person law firm, including back-end administrative function, site wide search and ability to upload published articles via web based FTP interface.
- **Hildebrandt:** Developed marketing materials to promote professional service workshops focusing on mid size law firms. Developed all creative concepts and handled all production for brochures, print advertisements and direct mail campaigns.
- **Marketforce:** Worked with the Marketforce team to pitch law firms on developing new marketing materials to recruit top level college graduates. This work typically included rebranding the law firm (corporate identity, company literature and website) as a progressive firm with career options for new associates.

True Interactive, Malibu, CA – 2000 - 2002

Senior Art Director: Worked directly with Creative Director in helping manage projects that required strong strategic and creative skills for top tier clients.

Partial Client List:

- **Agilent Technology:** Developed Intranet template for home page, secondary, and tertiary levels for company news, executive newsletter, and financial information. Worked directly with client and CD to develop concepts and handle html production.
- **ETreasury:** Managed creative development, design and html production for redesign of the company website.
- **American Music Awards:** Developed logo for Coca Cola sponsored "Battle Of The Bands" which was featured on all print and TV advertisements.

Hunter Barth Advertising, Costa Mesa, CA – 1998 - 1999

Creative Director: Managed creative and technical staff that included two Senior Art Directors, three Graphic Designers, Traffic Manager, Production Manager, and IT Manager. Lead creative on all accounts working directly with copywriting, account executives and agency partners. Managed budget and profitability of Creative Department.

Partial Client List:

- **Hitachi Koki Imaging Solutions:** Helped develop brand awareness campaign for recent acquisition, which included print campaign in trade publications, developing new product literature and direct mail programs to be used by distributor channels.
- **Tycom – Hi Tech Industry:** Updated company literature with a new design direction including direct mail programs and product literature.
- **John Robert Powers – Modeling Agency:** Developed newspaper recruitment ads for regional events and update all company literature.

3 Loop 9 Design, Los Angeles, CA – 1993 - 1998

Owner/Creative Director: Founded and grew high-end graphic design firm prior to selling to partner. Managed creative staff of five. Oversaw all strategic planning and business direction. Lead creative on all accounts.

Partial Client List:

- **BlueSky|VIFX- Special Effects Studio:** Created print advertising for recent movie projects to be run in trade publications and developed all marketing materials for recruitment and promotional events.
- **City of West Hollywood:** Worked with director of marketing to develop marketing materials for city sponsored events and awareness campaigns.
- **Platinum Collection:** Developed seasonal fashion catalogs and in-store POP displays and handouts.
- **Zentropy Interactive:** Developed company logo and marketing materials. Company was purchased by Razorfish.
- **The Grammys:** Site wide redesign of www.Grammy.com that incorporated simple to use navigation and Flash animation.

SKILLS

Illustrator, Photoshop, Flash, Quark Xpress, InDesign, GoLive

EDUCATION

Rochester Institute of Technology, Rochester, NY, 1993
B.F.A. in Photography

References and Portfolio Available Upon Request