

JOHN PACKER

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• johnpackerdesigns.com •

Art Director / Motion designer

Creative Director • Art Director • Senior Graphic Designer • Senior UX Designer
Brand Design • Identity Design • Creative and Concept Development • Storytelling
Motion Graphics • Team Management • Data Visualization • Social Media Management
Creative Strategy • Led brand project initiatives • Grew Brand Awareness • Increased Conversion

WORK EXPERIENCE

Fahlgren Mortine, Columbus, OH

Mar 2013 – Jun 2019

Digital Designer

Digital Marketing and Public Relations Agency

- Designed and produced Exal's Beauty packaging from concepts to sketches, to refining and production overseeing the project all the way through
- Lead the rebranding of Simpolt's OneUP™ and Gold Source® brands
- Art direction of digital, video, and print creative for McDonald's, Circor, and Swisslog
- Increased leads by 63% for Circor via trade show, email, and social media campaigns
- Produced/edited videos, web content, and banners for the Columbus One of Us campaign
- Optimized the User Experience through research of user needs for the Complete to Compete and SageSure websites
- Improved User Experience optimizing the process flow of the menu for the Covetrus website
- HTML & CSS edits to copy or small functionality issues as needed
- Designed and built HTML emails for Columbus Aesthetic & Plastic Surgery, Swisslog, Circor, Honda and NOVA Southern University
- Orchestrated the omnichannel campaign strategy and creative for SMART Columbus
- Mentored designers, collaborated with client engagement, writers, art directors and coders

Anomaly, New York, NY

Dec 2008 - Aug 2012

Designer (2011-2012) | Freelance Designer (2008-2011)

Advertising Agency

- Concepted and design storefront displays for Umbro at Harrod's in London
- Contributed to the concept and direction of the photoshoot and design for Converse Shoes Are Boring Wear Sneakers campaign
- Directed the photoshoot and design for the Naked Turtle Rum mixed drink catalog
- Assisted with the concept, art direction, and execution of creative for Converse Connectivity campaign

- Designed and executed creative works for Captain Morgan & Budweiser

Bravo (NBC Universal), New York, NY

May 2011 – Feb 2012

Freelance Designer

Marketing Agency

- Branded the shows Around the World in 80 Plates and Below Deck
- Also conceived and built the Keyart that ran for the show Around the World in 80 Plates
- Concept and design of the 2011/2012 Upfront event space, Affluencer magazine, and collateral materials
- Designed props for Andy Cohen's Watch What Happens Live!
- Designed Keyart creative concepts for Pregnant in Heels, The Love Broker, and Kathy!

The New York Daily News, New York, NY

Mar 2010 - Apr 2011

Art Director | Designer

Marketing Agency

- Art Director of the 2010 NYDN Golden Gloves, managing omnichannel assets for events
- Managed and mentored a team of junior designers

TruTV, New York, NY

Jul 2009 - Jan 2010

Freelance Designer

Marketing Agency

- Branded the show Ocean Force Huntington Beach
- Designed Keyart creative concepts for Ocean Force Huntington Beach

LLNS, New York, NY

Jan 2008 - Nov 2008

Art Director

Advertising Agency

- Art Director for Detrol LA tradeshow booth, collateral, and brochure creative
- Designed six Detrol LA patient profiles

The A-Team, New York, NY

Mar 2006 - Nov 2007

Junior Art Director

Advertising, Marketing, and Public Relations Agency

- Concept and design of Midori's new bottle introduction packaging
- Designed POP displays, trade shows, packaging, events, promotional materials, and videos
- Planned and designed collateral for Emmi Cheese's 2007 World's Largest Fondue Event
- Other brands I touched Smart Water, Weight Watchers, 1800 Tequila, Cutty Sark, Martin Miller's Gin, and Lutron

Spine, Stamford, CT

Aug 2005 - Mar 2006

Junior Designer

Advertising Agency

- Contributed to the rebranding of MRprocessing

- Designed tradeshow display and collateral for DHL Global Mail's 2006 sales conference
- Concept, design, and execution of 180 page Farber family memorial book

ActionLink, New York, NY & Columbus, OH

Jul 2005 – Mar 2015

Sales Representative

- Drove an 8% increase in television sales for Panasonic in New York area Best Buy's over two years
- Generated an 11% increase in sales of Intel-based laptops over five years at J&R Music

John Packer Design, New York, NY / Columbus, OH

Jul 2004 - Present

Creative Director | Art Director | Designer

Advertising, Marketing, and Graphic Design Agency

- DDB, Bravo (NBC), Anomaly, Tribal DDB, Red Scout, McCann, TracyLocke, Spine, OMD, Cliff Freeman & Partners, Summit Sync, Havas, Saatchi & Saatchi, Hunch

Education

New York University, New York, NY

Continuing Education – Motion Graphics and Editing

University of Wisconsin - Stout, Menomonie, WI

BFA in Graphic Design

Fox Valley Technical College, Appleton, WI

Associates in Flexographic Printing

Volunteer Ronald McDonald House Charities, Member AIGA, CSCA,
Aviation, Golf, Biking, and Kayaking

John Packer