

JOHN PACKER

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• johnpackerdesigns.com •

Creative Director

Creative Director • Art Director • UX Design
Concept Development • Brand Design • Packaging Design • Storytelling
Motion Graphics • Front End Innovation

WORK EXPERIENCE

Nestlé, Marysville, OH

May 2020 – Present

Concept Designer Front End Innovation

R&D Facility

- Design concept packaging from ideation, to sketch, refining, and production overseeing projects from end to end for the Starbucks, Nescafe, Coffee-Mate, Natural Bliss, Nespresso, Blue Bottle, and Chameleon Cold-Brew brands
- My first concept conceived for the Starbucks brand rose through Nestlé stakeholders to Nestlé's CEO (Mark Schneider) within two months in my role. Currently in production for launch in the US market 2023.
- Storyboard, produce and edit videos, develop user flows and web content, and print for internal campaign concepts that are pitched to key stakeholders
- Building an Accelerator framework to quickly concept, produce, and test products
- Collaborate with a talented group of sensory and consumer connection teammates

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/design for Converse Shoes Are Boring Wear Sneakers campaign
- Directed the photoshoot and design for the Naked Turtle Rum mixed drink catalog
- 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
- 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 designers & junior designers

TruTV, New York, NY

Jul 2009 - Jan 2010

Freelance Designer

Marketing Agency

- Art Direction and design of Keyart 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 were 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 sales for Panasonic in New York area Best Buy's over two years
- Generated a 31% 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