John **Ballman**

ABOUT ME

Award-winning, multifaceted Art Director versatile in both digital and print content. Experienced with performing under tight deadlines, in high-stress environments while not sacrificing quality of work. Can adapt to and learn new programs quickly and efficiently. Strong firsthand knowledge of the printing industry, the print process, bindery and press checks.

CREATIVE SKILLS

Adobe Creative Suite 2-CC

- InDesign
- Dreamweaver
- Photoshop
- Illustrator
- Fireworks
- Premiere Pro

Final Cut Pro

QuarkXpress

Microsoft Office

WordPress/Joomla!/ Various CMS platforms

Mobile responsive web pages and emails

ESPs: ExactTarget (Salesforce), BlueHornet, ConstantContact

HTML5/CSS3/JavaScript

Proficient on both Mac OS X and Windows systems

EDUCATION

Brooks College Graphic Design Long Beach, CA

REFERENCES

Available upon request

CONTACT

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EXPERIENCE

Direct Marketeers, LLC - Owner/Designer

March 2005-Present

- Worked with clients and stakeholders in the discovery phase, to assess current site inventory and future site requirements.
- Hand-coded and sent mobile-responsive emails and monthly newsletters through various ESPs.
- Migrated flat HTML content sites to content management systems like WordPress, Joomla!, etc.
- Designed all creative content for a luxury clothing e-commerce site including logo, trade show graphics, social media, packaging, ads, mobile responsive emails and website design.
- Managed and designed all projects from concept to completion.

Dr. Sears' Center for Health & Wellness - Art Director

October 2011-January 2013

- Designed, managed and oversaw all digital and print content including websites, emails, banner ads, books, trade show graphics, direct mail packages, supplement labels and more.
- Created, updated and maintained multiple CMS-based sites.
- Established creative style guides for multiple companies including a natural beauty line, a health supplement line, a natural health information website and the doctor's medical practice.
- Art-directed photo shoots for new health and beauty products and personally reshot all old packaging for a more modern look.

Creative Direct Marketing Group - Art Director

December 2005-September 2011

- Served as creative lead for all printed content at this fast-paced, detailorientated direct marketing agency.
- Managed a team of in-house and freelance graphic and web designers and oversaw development of static HTML sites as well as CMS-based microsites.
- Worked in conjunction with Creative Director and Owner on unique, 3-D projects for hard-to-please clients.
- Designed an integrated campaign that increased response by 533% over the previous year.

The Printing Center - Graphic Designer/Assistant Manager

December 2003-August 2005

- Designed, typeset, and modified artwork and ensured all files were properly prepared for the press.
- Translated customers' vision into usable designs for their marketing needs.
- Managed front and back end production to meet a demanding press schedule in order to reduce downtime, and took the lead in interactions with clients.
- Handled workflow documentation, file management, archiving and job invoicing.
- Balanced up to 23 jobs at one time, with an average of 12-15 jobs worked on daily.