

## John Roberts

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See digital portfolio:  
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design.com

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design.com

801.921.0160

### professional

#### skills:

Illustrator  
QuarkXpress  
InDesign  
Photoshop  
HTML  
FLASH  
CSS  
...  
etc.

## Broadly Experienced Creative Director/Designer

▶ Strategic Vision ▶ Tactical Leadership ▶ Creative Team Development ▶ Brand Design & Strategy  
▶ Interactive Design & Management ▶ Professional Design Execution ▶ Department Management

*Known as a catalyst and source of creative ideas, on-target planning, and creative project development. A background heavy in acquired skill, extensive experience, influential leadership, and critical decision making. Deeply immersed in design and the creative process. Trusted, proven and solidly experienced.*

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### Select Experience:

**Proven Leadership:** From planning, conceptual guidance, and implementation – to cutting edge results. Have been called upon to revive broken departments, assemble design professionals and hone them into a high-performance teams. Have been called upon to resurrect product lines, improve department performance and morale, and rebuild consumer confidence.

**Creative Direction Experience:** With experience managing creative departments large and small, I have directed, managed, lead, and mentored professionals of all levels. I am personable and approachable, but uphold high graphical standards and expect accountability from team members. Am known for finding solutions and for quick on-target decision making.

**Proven Performance Record Across all Major Creative Functions:** Have deep professional skill with industry standard software; QuarkXpress, InDesign, FLASH, Photoshop, Illustrator, Dreamweaver, etc. Have taught computer techniques, and can build any given graphic design project from the ground up.

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### Select Accomplishments and Skills:

**Orchestrated Complete Corporate Re-Branding:** This required working directly with executive staff of this failing family-owned company. Success required careful negotiation in a politically charged environment. Directed and coordinated efforts to launch this company into the mainstream, expanding the demographic to include broader age, race and gender categories. Company value increased from 55M to 120M in 4 years. Included print, web and AV direction.

**Produced and Directed Annual Convention:** Was instrumental in creation, planning and roll-out of major annual conventions. Attendees near 5,000. Was responsible for all graphical, AV and sound concerns and coordination of show production, audio/video outsourcing, translation services, etc.

**Spectacularly Successful Ad Campaigns:** One example was a sagging nutritional product. Executives were hopeful of doubling sales within 3 months. I implemented campaign events which actually tripled sales in 30 days. Future sales went from 2.5K to 35K units monthly. Other product campaigns established robust new product lines with equally exceptional sales performance.

**Skills:** Energetic and highly capable leader. Personable and capable of working with executives and cross-departmental leadership. Proficient at problem solving and implementing practical solutions under pressure. Strong design and graphics skill, professionally fluent in industry standard software. Excellent written and verbal communication skills.

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### Work History:

#### Roberts Design Creative Director/Owner 2007 - 2009

Servicing multiple clients in health care related, construction, recreational vehicle, travel, and technical industries. Services rendered include: branding, web design, print design, labeling, marketing materials, tradeshow event graphics, project management, photographic direction and general graphic design services.

#### Young Living Essential Oils Director of Creative Services 2003 - 2007

Directed complete corporate re-branding. Directed revamping of poorly performing design department resulting in vast improvements in quality, output and cost effectiveness. Directed web design, print and AV. Produced and directed annual convention resulting in substantial on-site sales and long term brand loyalty. Oversaw promotional campaigns that produced blazing sales expansion. Oversaw the re-design of corporate website and designed several auxiliary websites.

Managed two teams; Design Department (including web management), and AV Department. 13 direct reports which included writers, editors, and other assistants. Of course position required excellent organizational skills, project oversight, verbal presentation skills, and the ability to work effectively with executive management, and other department managers.

**Logilent Learning Systems** *Creative Director 1997-2002*

This fast paced on-line university helped thousands certify as computer professionals worldwide. My role as Creative Director demanded interactive web development, print and online advertising coordination and design, text book graphic production as well as all corporate branding and identity. I oversaw the design and development of Logilent's corporate website in-house, and then oversaw design and development of a FLASH-based website employing an outsourced interactive design agency.

**NetWare Connection Magazine** *Creative Director*

International magazine produced by Novell's NetWare Users International Group as an objective source of Novell networking news, technical resources, and advertising. Circulation approx. 150,000. I directed and produced the magazine and advertising, and established and directed creation and maintenance of the magazine website. Directed and coordinated illustrators of cover art, and internal spot illustrations.

**Previous work in brief:**

Magazine production at Novell, Designed and freelanced for agencies in Minneapolis, MN. Worked in printing presses as prepress technician and production artist, typographer, and typesetter.

*Education:* Salt Lake Community College *Graphic Design* Brigham Young University *Design*

*Other Accomplishments:* Served in US Navy Hospital Corps., honorably discharged ; practiced artist, musician, and photographer.

*Professional Training:* Income Builders International – 1 week business training seminar; Kodiak Leadership Retreat – 1 week wilderness experience-based leadership summit; Vital Conversations – 2 day communication strategies seminar; Influencer course – VitalSmarts business strategy training. FDA regulations/marketing training.

*Detailed work history, and references available upon request*