



# JOHN O'CONNOR



ART DIRECTOR



GRAPHIC DESIGNER



ILLUSTRATOR

As a versatile creative, I've spent the last decade developing the ability to actualize a vision from beginning to end. My creative foundation is in drawing but during my career, I have transitioned that passion into graphic design and art direction. I have a track record of starting a job with one skill set and then completing that job with a new skill set. In addition to my techniques, I take pride in knowing that I am a supportive team member that is ready to do my part to cultivate a rich work environment.

## EXPERIENCE

**JAN 2017** | **ART DIRECTOR, PAT TILLMAN FOUNDATION**  
**MAR 2020**

In this role I served as a hybrid of Art Director, Graphic Designer, Creative Director, Producer and Photographer.

1. Authored on-brand graphic design, print production, ads, marketing collateral, videos, and social media content.
2. Worked closely with the marketing and comms team to brainstorm concepts and generate frameworks necessary to produce compelling content.
3. Commissioned and directed photographers, videographers, and production staff to ensure the proper production of campaign elements.
4. Sold out the nations 15<sup>th</sup> largest road run four years in a row.

**NOV 2013** | **GRAPHIC DESIGNER | ILLUSTRATOR, ZACUTO FILMMAKING ACCESSORIES**  
**JAN 2017**

In this position I designed content for multiple channels including; web, print and point of sale.

1. Authored on-brand graphic design, print production, digital ads, instruction manuals, and social media content.
2. Worked closely with the Art Director to brainstorm concepts and generate frameworks necessary to produce compelling content.
3. Produced pixel perfect product photography.

**FEB 2016** | **ILLUSTRATOR | ART DIRECTOR, INMOVEMENT BRUNSWICK**  
**MAR 2016**

In this freelance job I worked with the marketing team to initiate an internal re-branding project.

1. Worked closely with the marketing team to brainstorm concepts and generate a creative brief
2. Produced story boards and other illustrations for the mood boards.

**DEC 2015** | **ILLUSTRATOR | PACKAGE DESIGNER, OLD WORLD INDUSTRIES LLC**  
**JAN 2016**

This was a freelance project to design a package for Peak windshield wipers.

1. Worked closely with the marketing team to brainstorm concepts and sketches for package design.
2. Illustrated final artwork used on final package design.

**2014** | **GRAPHIC DESIGNER, TOP COVERAGE LTD**

In this freelance job I completed a branding project for a custom automotive shop.

1. Incorporate and explore client suggestions and directives to redesign the brand's logo
2. Authored new brand logo, letterhead, and business cards.

**2008** | **SALESMAN, CENTRAL CAMERA CHICAGO**  
**2011**

I mastered the sale of a camera while gaining knowledge the film process in one of the nation's oldest camera stores.

## EDUCATION

### COLUMBIA COLLEGE CHICAGO

Graduated 2010: Bachelor in Fine Arts  
 Illustration

## SKILLS

### ADOBE SUITE

Photoshop      Illustrator  
 InDesign      Premiere Pro  
 After Effects      XD

### TRADITIONAL MEDIUMS

Drawing      Painting  
 Photography      Product Photography  
 Storyboarding