

John Zitzmann

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Summary

FULL-SERVICE LEADERSHIP IN CREATIVE DIRECTION, BRAND IDENTITY AND WEB/GRAPHIC DESIGN

Creative/art director offering over 20 years creative management and hands-on print/digital design experience.
Proven expertise managing entire project cycle: concept, design, execution and post-delivery tracking.

AREAS OF EXPERTISE

Leadership Skills

- Brand strategy
- UI/web design
- Multi-tier collaboration
- Promotional campaigns
- Project management
- Staff/talent supervision

Software Excellence

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Adobe After Effects
- Microsoft Office suite

Professional Experience

Print Manager • ACA World Service Organization

International 2021

- Created, trained and implemented streamlining of international formatting for new and existing publications
- Ensured print and production schedules and standards with national printers and warehouses

Creative Director • Matson

Oakland, CA 2006 – Aug 2016

Direction, creation and project management of company branding, identity and marketing deliverables and strategies. Specific achievements and responsibilities included:

- Comprehensive creative fulfillment for marketing and corporate communications -- print collateral, tradeshow displays, presentation templates, branding, signage, intranet, business cards and stationery
- Creative direction of company's advertising agency, successfully aligning messaging and visuals with global branding objectives while upgrading ad quality
- Following \$469MM acquisition, launch of global branding awareness campaign, including creation of style guide for logo and design-driven materials, streamlining all branded projects in new and existing offices
- Design, UI and cross-functional team management of redesign of company website in-house, offering significant savings while delivering a visually superior and more robust customer experience

Art Director/Senior Designer • JZdesign/Aquent

San Francisco, CA 2004 - 2006

- Provided design, architecture and graphics for retail client's websites
- Launched visual branding of a software company through creation logo, packaging and graphics
- Created packaging, advertising and product design for retail vendor

Senior Designer • Capgemini

SF/Cupertino, CA 2003 –2004

- Co-created and directed internal branding/identity campaign for company's Creative Services Group, raising department's awareness and utilization
- Delivered global/national marketing collateral (brochures, signage, newsletters, graphics)
- Provided creative consultation and design of client presentations and proposals, generating higher sales
- Project-managed and mentored junior-level designers

Senior Art Director • DoubleTwist, Inc.

Oakland, CA 2000–2002

- Proposed, structured and supervised Design Group for company’s comprehensive branding and creative needs, increasing marketing productivity
- Initiated, developed and implemented in-house design resources previously outsourced, resulting in company savings of \$400,000
- Developed adaptable cross-platform branding standards/guidelines of company products, increasing sales leads and brand awareness
- Trained, inspired and mentored design team, assigned and budgeted projects
- Created/directed logos, graphics, signage, trade show and sales collateral, presentations

Art Director/Designer • Creative Assets

SF, CA freelance 1999 - 2000

- Led creative development and supervised design of linear and interactive presentations, including a successful \$200MM million client proposal for a Fortune 100 company
- Created and optimized 3D animations, including post-production editing, for ad agency video presentation
- Implemented and supervised design of sales collateral and other print materials, resulting in increased sales interest and buyer response
- Provided 3D modeling and animation of design agency’s brand icon under tight deadlines

Vice President • Bear, Stearns & Co.

New York, NY 1997-1998

Conceived, designed and executed broad range of cross-platform presentations and materials. Hired from original consulting position. Specific duties included:

- Directed and fulfilled graphics and animation for company branding initiative’s video presentation
- Created and supervised production of interactive presentations, website designs, animated movies, educational and sales training modules
- Coordinated and implemented of cross-department marketing strategies
- Project assigned, managed and coordinated creative, programming staff
- Provided innovative presentation design process streamlining “one-off” requests

Promotion/Creative Manager • TimeWarner Inc.

New York, NY 1987-1992

Provided creative management, design and copy writing for Home Box Office and *Health* Magazine. Duties included:

- *Health* Magazine: as Promotion Manager, concept, development and management of advertiser support (direct mail, media kit, publisher’s letter). Vendor hire and management. Coordination of promotional events and press releases
- HBO Video (freelance): management, development of copy for promotional and sales collateral (packaging, retail stands, POP displays, announcement, catalogs). Vendor supervision, photo editing, production
- HBO: copy supervision and writing as editor of multi-million circulation HBO Guide

Education

Rutgers University, New Brunswick, NJ

BA English, Minors Art and Biology

Parson’s School of Design, NY, NY

Completion of additional specialized courses in commercial art and design.

References

Furnished on request