

JOHN HENRY

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EXPERIENCE

2003 – Present **Creative at Large, New York** | Freelance Art Director/Graphic Designer

Creatively direct and design marketing, promotional and branding solutions from start to finish for a diverse client base. Create presentations, schedules, budgets. Supervise printers, web programmers and copywriters. Develop web solutions including SEO, logos, brochures, direct mail, ads, postcards, and a variety of other collateral pieces. Clients include: Ryder Logistics and Transportation, Institute for Medical Education and Research (IMER), Florida Space Authority, IBM, Pfizer, SMI Medical, Communications Concepts, Inc., HBO Productions.

1998 – 2003 **Saatchi & Saatchi, New York** | Art Director/Graphic Designer/Digital Retoucher

Engaged on all creative levels of pharmaceutical product marketing: concept & ad development, client presentations, branding, logo and package design. Designed print ads, sales materials and other collateral for million dollar plus product launches in a fast paced environment under tight deadlines. Supervised printer file production. Managed file servers and job archives. Worked long hours effectively and efficiently with creative directors, designers, account executives and product managers on new business campaigns. Extensive use of Photoshop for new business presentation comps, ads, and hi-res image retouching. Accounts: Refresh, Altace, Myobloc, Tiazac, Roxicodone, Frova.

1994 – 1998 **Lowe McAdams Worldwide, New York** | Art Director/Graphic Designer

Pharmaceutical Industry /Managed Healthcare.

Developed new business advertising campaigns from concept to comprehensives for Fortune 500 clientele. Extensive use of photo manipulation to illustrate account winning concepts. Created educational pieces for the managed healthcare market. Created Flash animation spots for the web. Designed marketing kits, sell sheets, brochures, product promotions, 3D direct mail, packaging, and trade show graphics. Accounts: Vancenase, Xenical, Provental, Pedia-Sure; Acutane, Elocon, Nasonex.

1991 – 1994 **Temple Review Magazine, Philadelphia** | Art Director

Directed, designed and organized the production of a 48 page four color quarterly magazine. Developed schedules. Directed photoshoots and illustrators. Worked closely and effectively with the editor and staff writers. Designed layouts, managed revisions and edits, prepared production ready files, supervised printers, prepress services, and press approvals.

SKILLS

Advanced command of industry applications: QuarkXPress; Adobe CS4 – Photoshop, Illustrator, InDesign, PowerPoint, Acrobat. Experienced with Dreamweaver, Flash, Fireworks; and Word. Working knowledge of HTML, actionScript 3.0. Excellent written and oral communication skills. Organized and can juggle multiple assignments.

EDUCATION

Art Institute of Philadelphia

Foundation Program: Environmental Graphic Design

Stockton College, New Jersey

Bachelor of Art, Visual Communications

Concentrations: graphic design, printmaking

AWARDS

2008 Gold ADDY Four color direct mail, Canaveral Seaport

2006 Gold ADDY Space tourism package, Florida Space Authority

2006 Silver ADDY Trade publication, Essex Corporation

2006 Silver ADDY Four color collateral, Essex Corporation