

# john CARREON

305 Brunswick Drive, Avon Lake, Ohio 44012  
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**NAS Recruitment - Cleveland, OH**  
**Sr. Art Director/Developer/Video**  
May 2012-Present

Creative lead in development of employment branding campaigns and advertising through interactive applications, web, video/editing and multimedia.

- Creative lead in maintaining branding requirements for U.S. Army Medical and USAA accounts as well as overseeing multiple video productions and photo shoots.
- Development of CMS based website platform for small budget clients.
- Provide design and pre-press production of various collateral material, including trade ads, posters, brochures, infographics, logos and displays.
- Working directly with copywriters, strategist, project managers, developers and client/prospect contact.
- Testing of existing designs to ensure they meet user experience requirements.

**Mercy Hospital / US Army / Reading Hospital System / MedExpress / Fountain Tire / Helzberg Diamonds / JD Byrider / Bosch / Phillips 66 / Ross Stores / USAA / Freddie Mac / Kao Brands / City of Hope / Springleaf**

**Freelance - Cleveland - Sr. Art Director**  
August 2010-May 2012

**Malone Advertising/JWT Action / al Punto Advertising / Linear Creative / Brooks Advertising / Vilocity Interactive / Rock Hall of Fame / Sonnhalter Advertising / Reality2**

**Vilocity Interactive - CLE/PHX**  
**Sr. Art Director,**  
March 2007-August 2010

- Create websites, landing pages, HTML emails, internet banners, Flash elements and print materials.
- Provide design and pre-press production of various collateral material, including ads, posters, brochures, logos and displays.
- Worked directly with creative director on development of client pitch presentations.
- Supervised all creative materials and jr. design creatives.

**eTelecare Recruitment / Little Kids Inc. / Emergen-C / SweetLeaf / Desert Botanical Garden / NCCA / Mesa Arts Center / Arizona Opera / Western Reserve Historical Society / Flaming River**

**Freelance - Cleveland - Sr. Art Director**  
July 2006-March 2007

**Doner Advertising / Marcus Thomas Advertising / Goldstein Group Communications / Jamestown Group**

**Grey Direct West - Burbank, CA**  
**Associate Creative Director**  
Sept. 2005-July 2006)

- Creative lead in print, online and DRTV creative development including direction during commercial filming and post production.
- Art department management of art directors, production artist, interactive artist and interns.
- Provide design and pre-press production of various print materials.
- Working directly with Creative Director in department hiring and employee reviews.
- Creative lead responsible for bringing branding standards inline for Princess Cruises through direct client contact and overseeing all program elements which resulted in client resigning contract with increased budget.

**Princess Cruises / Cunard / AAA (Auto Club)**

**Kern Direct - Woodland Hills, CA**  
**Sr. Art Director**  
Feb. 2005-Sept. 2005

Direct response print and display creative materials. Provide design and pre-press production of various print materials.  
**DIRECTV / California Chamber of Commerce / Nextel / SAP / VeriSign / Hitachi / Nortel / 21st Century Insurance / Zorich / Cardiac Science**

**Freelance - L.A., CA - Sr. Art Director**  
Feb. 2004-Feb. 2005

Direct response print creative materials - Development of Flash and HTML elements for motion picture industry.  
**DDB / Creative Domain / Kern Direct / Watters Design**

**Grey Direct West - Glendale, CA**  
**Design Supervisor/Sr. AD**  
Feb. 2001-Feb. 2004

- Creative lead in print, online and DRTV creative development including direction during commercial filming and post production.
- Worked directly with creative team on development of client pitch presentations.
- Art department management of art directors, production artist, interactive artist and interns.

**Washington Mutual / AAA (Auto Club) / City National Bank / Bank of America / Excite / AT&T Broadband / DHL / Bally's & Paris Las Vegas / Caesars / Sparkletts**

**Freelance - L.A., CA**  
**Sr. Art Director**  
March 2000-Feb. 2001

Print and web development of online store for Wherehouse Music, including interactive Flash promotions and print materials. Checkout.com-Wherehouse Music - Redesign and maintenance of Wherehouse Music's online store website. Creation of online banners and flash/html promotions / Bidz.com – Online auction site redesign & creative interactive banner development

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**Fotouhi Alonso Associates - L.A., CA**  
**Sr. Art Director**  
March 1996-March 2000

Print, online and broadcast creative for general market agency.

- Creation of web development team launching various interactive programs.
- Developed Hispanic marketing department as creative lead.
- Management of all Hispanic marketing assignments including vendor support staff supervision.
- Supervised all creative materials and design creatives.
- Provide design and pre-press production of various print materials.

**GetPlugged.com / Anyloan.com / QuikkTutor.com / NewCentury Financial Corp. / Hollywood Reporter / Epson / fX Cable Networks / Los Angeles DWP / Catalina Marketing / Marshall Industries / First Federal Bank / Hughes Avicom / Garrett Aviation / JAKKS Action Figures / M2 Collision Centers / Long Beach Ice Dogs Hockey / American Honda / Univision Network / Aquarium of the Pacific / Pacbell-Wireless Stores / Frame-n-lens**

**Freelance - L.A., CA**  
**Sr. Art Director**  
May 1993-March 1996

Print and broadcast creative development for Hispanic market primarily print based.

- Provide design and pre-press production of various print materials.
- Hispanic/General Market Advertising.

**KCET-PBS / Valencia, Maldonado & Echeveste (PR) - McDonald's, S. California Gas / Tamayo-Miyares Advertising - MCI, White Castle, FHP HealthCare, Gamesa-PepsiCo., Lazzar Furniture, CMH Hospital / Anita Santiago Advertising - See's Candies / La Agencia de Orci & Asociados -L.A. Times, Alta Dena / Southern California Organ Procurement Center / Casanova Pendrill Publicidad - California State Lottery / La Maquina KMQA FM 98.3 / Noble & Asociados / S.C. Johnson- Raid, Raid Max, Edge Gel, Glade / Huggies Pull-Ups / Gamesa / PepsiCo Foods Imports / La Tapatia Tortillas**

**La Agencia de Orci & Asociados - L.A., CA - Sr. Art Director**  
Feb. 1989-Feb. 1993

Print and broadcast creative for Hispanic market.

- Creative development including direction for commercial filming, pre & post production.
- Art direction in on-location photo shoots.
- Provide design and pre-press production of various print materials.
- Worked directly with creative team on development client pitch presentations.
- Working directly with copywriters, account mgr, project managers and client contact.

**American Honda Co. / PepsiCo. / KFC / Nestlé-Carnation / Libby's / Contadina / Wells Fargo Bank / Hills Bros. / Anheuser-Busch Corporate / MJB Coffee / Zenith / Armor All - Protectant, Tire Foam / World Vision Childcare / U S WEST Communications / Domecq Importers - Presidente / Miss Clairol**

**Uber Advertising - Upland, CA**  
**Art Director**  
Oct. 1986-Feb. 1989

- Print creative and production of design materials.
- Provide design and pre-press production of various print materials.

**Monrovia Nursery Co. - Plants / Landscape Materials, Seed / Taxware Inc. - Accountancy Software / Jameson Pharmaceuticals - Vitamins, Health Bars / Kinyo - VCR Rewinders**

## Programs

InDesign, Dreamweaver, Photoshop, Illustrator, HTML, CSS, Flash, Fireworks, Premiere, AfterEffects, Quark, Freehand, ImageReady, Sharepoint7, Webpop, Bridge & PowerPoint

## Education

Columbus College of Art & Design - Columbus, OH B.F.A. - Major: Advertising - Minor: Illustration