

JOHN GORDON**EXPERIENCE****RECOGNITION****SKILLS****ART DIRECTION / DESIGN**

15 Lyonridge Lane
San Mateo , CA 94402

T : 415 . 425 . 0062

johng @ anemone . us

DDB

555 Market St . 5th Floor
San Francisco CA 94105

www . ddb . com

LEAD DESIGNER

March 2007 - present

JOB DESCRIPTION

I was brought on to DDB to establish a design and branding department within the agency. I have established and oversee a design team and I am currently responsible for all branding within DDB and I partner with our strategy department on all branding initiatives.

In addition to my design responsibilities I partner with our traditional creative teams to develop and art direct advertising campaigns for GreenWorks, SoyJoy and others.

LEONHARDT : FITCH

1218 Third Ave .
Suite 620
Seattle , WA 98101

www . leonhardt - fitch . com

DESIGNER

Jan . 2003 - May 2005

JOB DESCRIPTION

As a Designer at Leonhardt : Fitch I worked on logo and trademark development, brand generation and guideline strategy, annual reports, packaging, and in-store marketing strategy and design. My highlights include a redesign of Microsoft Visual Studio brand, annual reports for Lipid Sciences, and developing retail and advertising campaigns for the X-Box launch of Halo 2.

THE MODERNS

900 Broadway Suite 903
New York, New York 10003

www . themoderns . com

INTERN DESIGNER

May 2000 - Aug 2000

JOB DESCRIPTION

As an intern at the Moderns I was responsible for design and production of digital movies in After Effects and Flash. We did promotional films for Doubletake Magazine and Maharam fabrics.

OFFICE

1818 A Lyon St .
San Francisco , CA 94115

www . visitoffice . com

SENIOR DESIGNER

March 2006 - March 2007

JOB DESCRIPTION

At Office I was responsible for the global brand execution of the Coke BlaK soft drink line. I developed brand guidelines, including new packaging, visual elements, editorial development and global implementation strategies.

As a Senior Designer I also worked to create logo's and trademarks, packaging design, product strategy development and branding, retail point of sale strategy and design, and merchandise design for all of Offices' clients.

CANDESA

465 E . 1000 S.
Pleasant Grove , UT 84042
801 . 785 . 6165

www . candesa . com

MULTI - MEDIA DEVELOPER

Sept . 2002 - Dec . 2002

JOB DESCRIPTION

My job duties at Candessa were to develop Rich Media Sites, Flash Movies and Banner Ads for Clients like Sy-Fy channel and ancestry.com

APPLE

1 Infinite Loop
Cupertino , CA 95014

www . apple . com

FREELANCE DESIGNER

June 2005 - Jan 2006

JOB DESCRIPTION

I was brought in to Apple to develop the Retail Holiday campaign. I worked with one other designer and an art director to concept and create final art for the design that was implemented across all of Apple's marketing channels for Holiday 2005. My contract was extended through the launch of intel product line of Mac computers and the Mac World expo 2006.

ACHIEVEMENTS :

Archive , 09
Cannes Lion , 09
One Show , 09
Effie , 09
Logo Lounge , 09
CA Advertising Annual , 08
One Show , 08
AGIdeas Guest Presenter , 02
Orca Grant , 01
Oscarson Grant , 01

EDUCATION :

Brigham Young University , Apr . 02
Bachelor Of Fine Arts , Graphic Design

GPA , 3.54
Major GPA 3.65

DIGITAL :

Photoshop
Illustrator
InDesign
After Effects
Flash
Dream Weaver
Maya
Zbrush
Painter

TRADITIONAL :

Letter Press Printing
Oil Painting
Screen Printing
Drawing
Hand Set Typography
Book Binding

LANGUAGE :

English
Spanish