

John Fitzpatrick

JohnFdesigns@gmail.com | 215.605.4044 | JohnFdesigns.com | Philadelphia, PA 19145

Graphic Designer

Versatile, results-driven professional with 10+ years of comprehensive experience applying creative solutions to visually represent ideas and concepts. Outstanding ability to effectively schedule multiple projects while meeting established deadlines. Extensive experience developing exceptional relationships with clients and team members.

TECHNICAL SKILLS

PC ♦ MAC OS ♦ Adobe CC ♦ Photoshop ♦ Illustrator ♦ Dreamweaver ♦ Flash ♦ Final Cut Pro
WordPress ♦ Wix ♦ Square Space ♦ Mail Chimp ♦ Survey Monkey ♦ Shopify ♦ Asana ♦ Slack

PROFESSIONAL EXPERIENCE

JOHNFDESIGNS.com, Philadelphia, PA *Freelance Graphic Design Services* **2008 - Current**

- ♦ Print Production: Logos, Business Cards, Brochures, Signage, Packaging, Stickers, Album Covers
- ♦ Web Content: Websites, Banners, Icons, Email Designs, Advertisements, Videos, Animations

GROVARA.com, Philadelphia, PA *Natural, Organic and Specialty Foods Exporter* **2010 - Current**
Lead Graphic Designer

- ♦ Made business proposals more compelling with effective digital imagery and infographics
- ♦ Introduced product line into the Dubai market by translating label designs into Arabic
- ♦ Conceptualized new product for distributor with mock up of packaging design and advertisements
- ♦ Logo development and vector badge creation for charity arm of Grovara, The Relief Foundation

CELLAR DOOR, New Hope, PA *Local Artist and Photographer Studio Gallery* **June 2012 - September 2015**
Creative Director, Lead Graphic Designer

- ♦ Provided in-house printing for artists on Cannon and Epson medium format printers
- ♦ Created original designs for giclee printing, custom apparel creation, and other in-store products
- ♦ Established the artistic policy of the gallery for 20+ artists and managed day-to-day operations
- ♦ Managed brand identity, content creation, and posting schedules across multiple social media platforms
- ♦ Organized monthly interactive gallery openings with musicians, artists, and live creative performances

SHIRTWASCASH.com, Las Vegas, NV *Online Apparel Company and Lifestyle Brand* **January 2016 - July 2017**
Creative Director, Lead Graphic Designer

- ♦ Increased revenue 88% in the first three quarters by raising customer recognition and engagement through managing brand identity across all forms of media
- ♦ Worked collaboratively with team on the direction, creation, and choice of trending designs to provide desired products to our community of 50k
- ♦ Applied creative solutions for improving the quality and resolution of images and templates (150 to 300dpi) and provided production ready files to manufacturer
- ♦ Achieved 10 times return on investment of \$600 amounting to \$6,000 in revenue by creating website, banners and headers for just one of the various email campaigns (seasonal, holiday, and flash sales)
- ♦ Consistently met deadlines while coordinating and tracking 250+ designs, managing campaigns, contests, emails, and uploading new templates and designs
- ♦ Created and managed online design contests for our community through Survey Monkey and Reddit
- ♦ Generated almost \$30,000 in revenue with one of my licensed original designs

EDUCATION

Art Institute of Philadelphia, 2004 - 2008 | BA, Graphic Art and Animation