

# John D. Holtgrew

402.547.6652  
john@johnholtgrew.com  
www.johnholtgrew.com

4137 Campbell St, Kansas City MO 64110

---

## EDUCATION & CERTIFICATES

**Art Direction Certificate** - ELVTR

**UX Design Certificate** - Grow With Google

**BFA Illustration Minneapolis College of Art & Design** - Minneapolis, MN

**University of Nebraska, Lincoln** - Lincoln, NE

---

## INDUSTRY EXPERIENCE

**OWNER AND CREATIVE DIRECTOR**  
**PowerBand Graphics** - Kansas City, MO

**2010-Present**  
www.powerbandgraphics.com

As owner and creative director for PowerBand Graphics I'm involved at every level of the creative process for my clients. I work with them to establish creative briefs to meet their marketing objectives, pitch ideas and navigate revisions throughout all design stages. From a design perspective I create logos, marketing material, identity designs, websites and coordinate with outside contractors when needed. My clients range from small startups to businesses employing hundreds.

**INDUSTRIAL DESIGNER - CONTRACT**  
**KidDesigns** - Rahway, NJ

**2012-Present**  
www.kiddesigns.com

I have worked extensively in industrial design creating products for KidDesigns. This includes concepting new product ideas, establishing product's interaction model and market research. Visually I create the product from sketch to Illustration to 3D model. I work with licensors like Disney, Marvel and Dreamworks to pitch these ideas and develop aesthetics for products that match their lines. From there I help revise prototypes and work with manufacturers to ensure quality of production from factory to shelf.

**GRAPHIC DESIGNER**  
**Speedway Motors, Inc.** - Lincoln, NE

**2008-2010**  
www.speedwaymotors.com

At Speedway motors I worked in the design department to help spearhead the UX/UI of their first online ecommerce platform. I managed the design for email newsletters and I was also involved in the print catalog design and retail graphics.

---

## RELEVANT SKILLS

- **SOFTWARE:** 20+ Years Experience in Adobe Illustrator, Photoshop, Microsoft Office  
10 Years Experience in SolidWorks and Keyshot  
5 Years Experience in InDesign, Sketchbook and Procreate.  
2+ Years Experience in Zbrush, Figma & Dreamworks.
- **MANAGEMENT:** Art Direction, Project Leadership, Sales & Contractor Management.
- **DEVELOPMENT:** Experience in Email Newsletter Design, HTML, CSS, Wordpress  
Installation and upkeep, Squarespace.

References Available Upon Request