

John D. Holtgrew

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4137 Campbell St, Kansas City MO 64110

EDUCATION & CERTIFICATES

Art Direction Certificate

ELVTR - 04/2022

UX Design Certificate

Grow With Google - 08/2022

BFA Illustration

Minneapolis College of Art & Design

Minneapolis, MN - 05/2002

University of Nebraska, Lincoln Art Major

Lincoln, NE - 05/1997

RELEVANT SKILLS

SOFTWARE:

20+ Years Experience in Adobe Creative Suite, Illustrator, Photoshop, Microsoft Office

10 Years Experience in SolidWorks and Keyshot

5 Years Experience in InDesign, Sketchbook and Procreate.

3+ Years Experience in Zbrush, Figma & Dreamweaver.

MANAGEMENT:

Art Direction, Team Leadership, Sales & Contractor Management.

DEVELOPMENT:

Email Newsletter Design (Bronto, Mailchimp, Campaign Monitor) HTML5, CSS, Wordpress Installation and upkeep, Squarespace.

INDUSTRY EXPERIENCE

PRODUCT DESIGNER - 07/2012-Present

KidDesigns Rahway, NJ

www.kiddesigns.com

I have been involved in consumer electronic design at every stage. This includes brainstorming new product ideas and play patterns to researching the market and establishing the product's interaction model. Then developing the product idea by, illustrating it, creating graphics and interface where necessary and building it in 3D for manufacturers. I work with licensors like Disney, Marvel and Dreamworks to pitch these ideas and work with creating new line looks or designing within existing brand guidelines. From there I help revise prototypes and work with manufacturers to ensure quality of production from factory to shelf.

CREATIVE DIRECTOR - 03/2010-07/2012

PowerBand Graphics Kansas City, MO

www.powerbandgraphics.com

As creative director for PowerBand Graphics I was involved at every level of the creative process for my clients. I worked with them to establish creative briefs to meet their marketing objectives, established branding goals, pitched ideas and navigated revisions throughout all design stages. From a design perspective I created logos, marketing material, identity designs, websites and coordinated with outside contractors when needed. My clients ranged from small startups to businesses employing hundreds.

GRAPHIC DESIGNER - 06/2008-03/2010

Speedway Motors, Inc. Lincoln, NE

www.speedwaymotors.com

At Speedway motors I worked in the design department and spearheaded the UX/UI of their first online ecommerce platform generating millions of dollars of sales. I managed and designed the email newsletters and I was also involved in the nationally known print catalog design reaching tens of thousands in addition to assisting with retail graphics.

ART DIRECTOR - 06/2002-06/2008

Gruen Marketing Services. - Minnetonka, MN

www.gruenmarketing.com

As Art Director I supervised artists and built creative campaigns for not only the agency but for many of our clients as well. I worked with more than 60 nationally known clients, ensuring creativity, artwork accuracy, consistency and speed. I worked directly with clients, designers and account representatives to brainstorm company identities, ad campaigns and create artwork that best represented their companies and conveyed the vital information needed in their advertising. In addition I created and maintained the workflow for multiple artists working on the same project ensuring quality and creativity throughout.