

# JL WASHBURN

CREATIVE DIRECTION :: STRATEGY :: VISUAL & EXPERIENCE DESIGN

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## EXPERIENCE

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### FREELANCE // CREATIVE DIRECTOR AND DESIGNER (2012-) NYC

*Consulting Creative/Art Director and designer for agencies, start-ups and non-profits. Specialize in cross channel concepting, engagement strategy, UX and IxD.*

- Various projects for: McCann, Saatchi & Saatchi, Publicis Kaplan Thaler, Cognizant, Brand Connections/PIE, and Heartbeat Ideas, among others.
- Creative consulting and marketing strategy for startups including Blue Marble Ice Cream, Strolby.com and Digipuppets.
- Digital strategy, content organization, design and ongoing consulting for Apne Aap, an NGO focused on human trafficking.

### HEARTBEAT IDEAS // CREATIVE DIRECTOR (2009-2012) NYC

*Creative lead at a digital marketing and advertising agency. Spearheaded new internal processes, including retooling the creative brief development and UX best practices. Oversaw and mentored reports across disciplines: ACD, Art, Copy, and User Experience.*

- Pitched and won digital for two franchises of Galderma, then helped grow one of them into an AOR relationship, and won Global AOR for a new product launch.
- Created the agency's first ever social media campaign.
- Led digital creative for the launch of Qnasl, a new nasal allergy product, including teaser, launch and full versions of web sites, display advertising, mobile, and product videos.
- Created a Low Testosterone condition awareness campaign, including two broadcast quality spots, display and search advertising, and site redesign which together drove a 20%+ lift in sales.
- Recognition included: MM&M (gold, consumer interactive campaign), OMMA, Pharma Exec Magazine "Ad Stars," ETC.

### FREELANCE // CREATIVE DIRECTOR AND DESIGNER (2009) NYC

*Consulting Creative/Art Director and designer.*

- Various projects for: Digitas, DHNY, Heartbeat Digital, Publicis, among others.
- Interim Digital Creative Director at HanftRaboy, overseeing projects for Match.com, Chemistry.com, and Ask.com.
- UX lead for Barnes & Noble Kid's "Inspiration Station" feature.

### NITRO US (now SapientNitro) // DIRECTOR OF DIGITAL CREATIVE (2008-2009) NYC

*Co-founder of digital offer and senior digital creative lead for the New York office of an independent global creative agency.*

- Led agency and client education of digital best practices and tactics.
- Accountable for all digital deliverables.
- Created the successful "Twix: Get The Girl" interactive game.
- Designed a personal financial management tool leveraging aggregated social data for a proposed bank web site redesign.
- Created additional digital properties for Kraft, Dove Chocolate, and Foot Locker.
- Provided hands-on support for creative, visual design, UX, Flash development, and copywriting as needed.
- Recognition included: FWA site of the day, Mobius, Ad Critic/Creativity site of the week.

RDA INTERNATIONAL // INTERACTIVE CREATIVE DIRECTOR (2006-2008) NYC  
*Senior Digital Creative managing a team of Art Directors, Visual, Flash and UX designers, and Production Artists at a boutique, full service advertising agency.*

- Oversaw digital creative for all brands in the agency, including W Hotels, Beirsdorf (Nivea brands), Korg Musical Instruments, Sony Professional and 2K Games.
- Created and won Web site for the 70th Anniversary of the Tree at Rockefeller Center
- Other new business wins included FXLuxury (Elvis themed hotel) and Ouidad.
- Recognition included: Interactive Media Awards, W3, WebAwards, Davey, ETC.

HOLLYWOOD RECORDS/DISNEY // RECORDING ARTIST (2003-2004) NYC/LA  
*Guitar player for Hollywood Records recording artist, Public. (No, you've never heard of them.)*

FREELANCE // ART DIRECTOR/DESIGNER (2001-2006) NYC  
*Consulting Art Director and designer for: Agency.com (e-bay), Animus Rex, Avenue A | Razorfish, CondéNet (Sub-zero, Wolf), Draft Digital (Jose Cuervo), ELC Online (Estée Lauder, La Mer), MRM Worldwide, and Tribal DDB, among others.*

COLUMBIA HOUSE // SENIOR ART DIRECTOR, INTERACTIVE (2000-2001) NYC  
*Design lead, overseeing five reports for what was then the largest member-based music service.*

ARTEMESIA STUDIOS // ART DIRECTOR (1996-2000) NYC  
*Design, art direction and front-end coding on various projects for Aveda, Alevé (we designed their first consumer website), Lord & Taylor, Cartier, Newsweek, Principal Financial Group, among others.*

VARIOUS // RECORDING ENGINEER (1993-1996) NYC  
*Freelance and staff recording and assistant engineer in New York studios including The Hit Factory, PIE, Chung King, and The Looking Glass. Typical clients: Mariah Carey, Frank Sinatra, David Lee Roth, Jodeci, Joan Jett, etc.*

## TECHNICAL PROFICIENCIES

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*Pencil/pad/whiteboard, Adobe Creative Suite, Final Cut Pro, Omnigraffle, OSX/iOS, Office, etc.*

## EDUCATION

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SARAH LAWRENCE COLLEGE // BA, MUSIC/HUMANITIES (1993) BRONXVILLE, NY