



JOHN CLAREY – COVER LETTER

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Hello,

I'm a Art Director/Designer looking for a new opportunity.

As an accomplished designer in the creative arena. I have a wide range of design skill sets in all media. Along with the added experience of working at large agencies, small agencies and have held in-house positions. As well as the proven management experience to lead a successful team.

As a designer I love to push the boundaries. I thrive on conceptual design, the latest technologies trends and love the challenge to deliver communications in the most effective and interesting way. I have a great passion for mentoring and collaboration and prefer working in a team atmosphere.

My experience in the industry gives me the unique ability to manage multiple projects, mentor others, and deliver under tight deadlines when the need is there. You'll see from my resume that this experience was gained through creating award-winning work, managing groups of talented designers and teaching the next generation of designers and art directors.

Best regards,  
John Clarey

## ▶ JOHN CLAREY – RESUME

Strong, well-rounded and proven creative with a boundless enthusiasm for conceptual design, art direction, production, presenting, project management and an overall excellent understanding of traditional and digital media.

- Strengths in design, advertising and problem solving (College for Creative Studies; BFA, with honors). Award-winning national brand campaigns and logos. Cannes print finalist.
- Exceeds quality standards and meets schedules on multiple creative projects under very aggressive time lines.
- Selects directors, photographers, illustrators, programmer and other vendor resources.
- Maintains high-quality design and brand standards relative to each unique business silo.
- Consistently creates work that delivers measurable results that improve awareness, retention and new business acquisition.
- Demonstrates excellent conceptual problem-solving skills and judgment.
- Excels in a collaborative and integrated work environment.
- Well versed in Adobe Creative Suite.

### Specialties:

Design / Art Direction  
Style Guides  
Catalogs

Traditional / Web Design  
Integrated Marketing  
TV/Print Executions

UX / UI Campaigns  
Experiential Programs  
New Business Development

### Partners:

AAA, Allina Health, Chevrolet, GM, Onstar, LA Tourism, Zip Car, United Shore Mortgage, Detroit Lions, Infiniti, Blue Cross Blue Shield, Birmingham Shopping District, Lincoln Motor Company, Alliance Catholic Credit Union, Alma College and Alumni Association of the University of Michigan.

**Experience:**

YOLO SOLUTIONS, CLARKSTON MI (2013-Present)

Owner/Design Director/Innovator

Responsibilities: branding, logo design, CRM, corporate identity, digital marketing, brand campaigns (print/video/OOH/collateral), B2B, loyalty and new business.

DETROIT LIONS, DETROIT MI (CONTRACT 2014)

360 Engagement Creative Director/Design Director

Responsibilities: developing all collateral, print and digital materials.

Includes: corporate identity, tickets, event materials, web banners, in-stadium sign-age, schedules, magnets, revised power point templates, logos, post cards, youth materials, logo design, web design, directing photo and video shoots, governing integration of the Lions and Ford Field branding guidelines, direct mail and sales kits.

CAMPBELL-EWALD, WARREN MI (Up to 2013)

360 Engagement Creative Director/ Design Director

Responsibilities: television, print, catalogs, design and digital advertising.

A.G.A. STUDIO, INC. WARREN MI

Head Designer/Illustrator

CENTER FOR CREATIVE STUDIES, DETROIT MI

Instructor-Intermediate Design and Visual Communication

**Education:**

CENTER FOR CREATIVE STUDIES, DETROIT MI

BFA in Advertising Design (with distinction)

EASTERN MICHIGAN UNIVERSITY, ROMULUS MI

Advertising Design (Honor Society)

**Awards:**

CADDY and MICHIGAN ADDY AWARDS for national television and print.

CAAN PRINT FINALIST

TWO-TIME OFFICIAL GRAND PRIX POSTER design winner

C-E employee of the year award