

# John Raven

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## SKILLS

Design

Branding

Web/Online

Social Media

Narrative

Art Direction

Creative Direction

Market Analysis

Strategy

Implementation

Optimization

Leadership

Mentorship

Team Building

## APPLICATIONS

InDesign

Photoshop

Illustrator

Acrobat Pro

Lightroom

Premiere Rush

Figma

Affinity Suite

Word

Excel

Powerpoint

WordPress

Elementor Pro

Canva

## LANGUAGES

American English

(Native Language)

Swedish

Conversational (SFI 3C)

Experienced Art Director and Lead Designer with an established record of managing effective design programs for emerging and recognized brands. Skilled in creating unique designs, crafting compelling narratives, and developing innovative strategies for product and brand positioning. Proven ability to manage diverse projects, from digital campaigns to rebranding initiatives, focusing on elevating customer experience and market differentiation. Demonstrated leadership in streamlining creative processes, evaluating market trends, and delivering actionable, goal-oriented solutions.

### Design and Brand Development – WEBTONE – Stockholm

2024 - Current

- Developing actionable brand strategy and associated visuals for a digital-first color specification system. Deliverables include original brand strategy documentation, a unique visual identity targeted to a niche technical and creative market, a brand messaging framework, and a launch plan, including timelines and milestones.
- Designing color ID specification visuals, including original color identifier symbol system, color chip books, and necessary digital assets for online color management and presentation tools.

### Designer (volunteer) - Röda Korset (Bromma)

2024 - Current

Designing communications materials for special events. Role includes designing printer-ready templates, paper specification, overall brand alignment, and management of short, sub-100 print runs.

### Art Director (Internship) - Serendipitea - Stockholm

2021

- Art directed product photography shoots, collaborated with social media marketing consultants and supervised core-channel social media messaging and deployment calendar. Designed IG templates and curated seasonal imagery.
- Conducted brand review process and drafted implementation plan for their unique product and brand offering in the Health and Wellness market.
- Initiated optimization of the existing file system with a new asset management structure and implemented a new project tracking procedure.

### Art Director - Retail Design (consultant) - At Home Inc. – USA

2018 - 2020

- Provided consultant and advisory services to V.P. Brand and Creative for the “Store of the Future” program. Evaluated multiple stores for current store footprint, product placement, and customer flow. Identified overlooked market competition and potential issues in the current brand proposition.
- Authored and presented a detailed proposal on new strategies and effective store layout planning for enhanced customer experience, including revised brand voice and market positioning.

### Brand and Creative Director (contract) - Sally Beauty - USA

2015 - 2017

- Director and Lead Designer on Sally Beauty Supply re-brand initiative in collaboration with Senior Brand, Creative, and Marketing executives. Designed a new modernized logo and authored new brand standards and standard usage guidelines. Advised on LookBook and refreshed national brand messaging. Participated in test marketing forums for brand communication effectiveness.
- Advocated for expanded brand presence in previously untapped media programming including Project Runway sponsorship and advised on a new influencer marketing program.
- Developed POS materials and media for expanded store concepts including in-store social media stations, new branded signage, and promotional. Collaborated on re-branded social media templates and re-branded website.

### Research Assistant - The University of Texas, ANTÉ Institute – USA

2012 - 2016

- Design Director for the 390-page book “Are You Stupid? , for Dr. Mihai Nadin. Designed cover art and layout. Incorporated all content, style, format, size, font choices, and layout into final press-ready files. Directed all pre-production, production, and post-production stages for both North American and European publishers, and e-book publication formats.
- Directed move to new research space. including technology relocation and transfer of historical materials. Compiled past presentations, created new informational graphics, and standardised presentation formats.

**Creative Director – Brandica – USA****2009 - 2010**

- Lead Designer for full-page magazine print advertisements for Disney Parks in collaboration with internal Disney agency, Yellow Shoes Creative Group.
- Co-designed mailer packages for Disney Sports attractions "Spring Training" and "Invitational Summer Camp" promotions, in collaboration with Disney Sports and ESPN.
- Developed branding and product marketing materials as an external creative studio for multiple USAI marketing and promotional clients.

**Creative Director - Behringer Harvard – USA****2006 - 2009**

- Directed all external branded sales, communications, and support materials, including all event materials, promotional collateral, photography, print, video, presentation, and annual reports. Managed all creative staff including art directors, designers, writers, web developers, project specialists, and all external vendor relationships, in the implementation of brand initiatives and deliverables for 5 separate Real Estate Investment Trust Funds.
- Initiated budget review, evaluation, and 3-year forecast. Audited and evaluated external vendor partnerships. Carried out cost-saving initiatives and implemented an internal agency model, reducing external costs by 30%. Identified new departmental needs and hired new staff. Fostered stakeholder relationships with Sales, Operations, and Investor Communications, while expanding the role of creative within the company.
- Implemented new job prioritization and tracking procedure resulting in a 300% increase in production. Worked with In-house legal and compliance officers, to increase job output while supporting FINRA, SEC, and 50-State regulatory processes with 100% compliance.
- Managed a team of 12 creative staff, with 7 permanent employees and 5 project-dependent flex roles. Mentored staff in financial regulations, industry limitations and exceptions, and compliance issues. Converted 50% of flex roles to permanent hires.

**Sr. Art Director – Web - Mary Kay Intl. – USA****2005 - 2006**

- Lead Designer and Coder of multiple 200-300+ page interactive member websites on a 3-month product life cycle. Websites included seasonal marketing content, product catalog updates, new product launch information, sales and merchandising promotional materials, and rewards program information.
- Streamlined previous seasonal sites and authored new code eliminating redundancy and reducing data structure size by 60 to 80%.
- Develop animations and interactive pages to enhance consumer experience. Designed new promotional graphics for remote printing. Worked with the translation department to produce all sites in both English and Spanish.

**Art Director - Capital One – USA****2002 - 2005**

- Art Directed and adapted 100+ direct mail packages for multiple multi-cell segmented market testing, for Young Adults, Lost-leader, Multi Card, Personalized, and Rewards LOBs. Created a direct marketing campaign Rewards program that achieved a record 172% lift over control in gross response rate compared to a 32-cell direct marketing test. This result became a new company benchmark.
- Spearheaded standardization of application forms across all mailings in Young Adult, including College and Lost-leader lines of business resulting in increased scanning efficiency and lowered production time for new materials. Collaborated with scanning services firms to address clarity and color issues in design for increased effectiveness.
- Illustrated over 300+ card design concepts and holiday graphics for multiple LOBs, and informational graphics for Auto Finance and Human Resources Employment Testing.
- Lead Designer on new logos for re-branding initiatives of Clear Card, Go Miles Rewards Program, and CapitalOne University. Development included multiple designs and extensive iterations for market testing.
- Executed promotional materials for CapitalOne Bowl (NCAA American Football). Multiple projects included, bowl-specific logos and branding, new card designs, promotional materials, city bus wraps, stadium signage, and event displays. Produced special stand-alone and print advertisements for C1 branded College Mascot Bowl competition and awards.

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**EDUCATION**

THE UNIVERSITY OF TEXAS AT DALLAS – MASTER OF FINE ARTS, Art, Technology, and Emerging Communications  
THE SCHOOL OF ART INSTITUTE OF CHICAGO – BACHELOR OF FINE ARTS

**CERTIFICATIONS**

Visual Elements of User Interface Design – CALARTS 2022  
Brand Strategy – Section 4 Vid NYU 2021