

# John Aitken

## Senior Art Director

Art Director with 11 years of experience in Graphic Design and 5+ years of experience in managerial creative positions. Won the 2018 Best Data Visualization Webby Award for HealthFirst.com. Supervised the development of 250+ graphic design projects. Seeking to join The New York Times to spearhead the creation of visually inspiring solutions that satisfy the demands of your readers and amplify the message of your journalism.

### Personal Info

#### Phone

501-872-2516

#### E-mail

john@aitken.me

#### WWW

johnaitken.art.io

### Skills

Graphic Design Software: Illustrator, Photoshop, InDesign, FreeHand, Corel Draw

#### HTML/CSS

Team Management

Creative Problem Solving

Proactive Listening and Communication

### Experience

2017 -  
present

#### Senior Art Director

*FCB Global, New York City, NY*

- Supervise multi-functional project teams of 10+ colleagues to develop creative and effective advertising concepts, from ideation through final projects.
- Incorporate and explore client suggestions and directives, resolve questions and concerns, oversee objections.
- Organize all creative materials to ensure their smooth transition to other departments.
- Commission artwork; negotiate costs and usage, oversee completion of artwork, supervise photoshoots, review sketches from illustrators.

**Key achievement:** Shortlisted for the 2018 Webby Award for creating an interactive healthcare portal: HealthFirst.com.

2014 -  
2017

#### Assistant Art Director

*Acme Designs, Newark, NJ*

- Facilitated team meetings for a project to increase revenue for e-commerce clients. Boosted client's sales by 35% in 4 months.
- Developed multiple concepts for assigned products in partnership with senior copywriters and the account team.
- Directed photographers, illustrators, designers and production staff to ensure proper production of campaign elements.

**Key achievement:** Led the development and design of a customer site that won the 2016 Leibowitz Branding & Design Award.

2011 -  
2014

#### Graphic Designer

*SUNY Downstate Medical Center, Brooklyn, NY*

- Authored superior graphic design, print production, ads, marketing collateral, viewbooks, and logo design.
- Worked closely with the communications and marketing team to brainstorm creative concepts and generate frameworks necessary to produce optimal promotional media.

### Education

2011

#### Bachelor of Fine Arts, Cornell University, Cum Laude

New York City, NY

### Conferences

The 99U Conference, 2018; Led the "Storytelling with Visual Data" panel

The American Institute of Graphic Arts (AIGA) Annual Conference, 2017

### Awards

2018 Best Data Visualization Webby Award

2016 Leibowitz Branding & Design Award