# John T Lovato

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## Relevant Work

**Ethical AI Champions ||       Graphic Designer      ||       Apr 2021 - Current**

- Lead a team of five designer, establishing guidelines, and creating templates to maintain consistency across all materials
- Develop and design visually appealing graphics that effectively communicate complex information to shareholders leveraging Adobe Photoshop
- Work closely with leadership to establish timelines an goals for each quarter, ensuing projects are completed on time and within budget.
- Consistently create and manage a variety of assets including social media, print, promotional materials, product design, website layout, and photography
- Implement UI/UX design principles to create an engaging and user-friendly experience for online customers.

**Iowa Wild      ||      Graphic Designer     ||       Aug 2019 – June 2021**

- Designed and created daily content aimed at engaging the target audience, communicating with fans and leadership, and utilizing PowerPoint to showcase presentations.
- Led creative sprints for promotional nights, such as Military Appreciation Night, Pride Night, Hockey Fights Cancer, and others, and produced in-arena graphics, digital campaigns, hockey jersey designs, and more to promote these events.
- Presented ticket data to sales using clear & visually appealing graphics.
- Collaborated with cross-functional teams to ensure consistent branding and messaging across all materials.

**Offensive Zone      ||      Graphic Designer     ||      Feb 2019 – Aug 2019**

- Contracted to assist Offensive Zone team in setting up a sports-based website, utilizing HTML, CSS, and JS, utilizing the newest in UI/UX design principles.
- Coordinated the successful launch of the company by developing customer reusable templates and creating web ads for Facebook and Twitter.
- Utilized a detail-oriented approach to ensure accurate and consistent data entry, enabling the team to access and use assets quickly and efficiently.

## Education

**Adams State University  ||      Bachelor of Arts     ||      2005 – 2009**