

JOHN LOVATO

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WORK

Ethical AI Champions | Graphic Designer | Apr 2021 - Current

- Lead a team of five designers, establishing brand 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 and goals for each quarter, ensuring 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/videography.
- Implement UI/UX design principles to create an engaging and user-friendly experience for online customers.
- Collaborate with other departments to ensure cohesive branding and messaging using Figma.
- Continuously evaluate and improve design processes to optimize efficiency and quality of work.

Iowa Wild Hockey Club (AHL) | 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.
- Effectively presented ticket data to sales teams using clear and visually appealing graphics.
- Managed multiple projects simultaneously, meeting tight deadlines while maintaining a high standard of quality.
- Collaborated with cross-functional teams to ensure consistent branding and messaging across all materials.

Steel Line | Graphic Designer/Contract | Feb 2019 - Aug 2019

- Contracted to assist Steel Line team in setting up a sports-based e-commerce website in Pittsburgh, utilizing HTML, CSS, and JavaScript.
- Coordinated the successful launch of the company by developing custom reusable templates and creating web ads for Facebook and Twitter.
- Established a comprehensive and MongoDB database of pictures, including all merchandise, banners, player profile pictures, and website layout, which significantly enhanced the user experience of the website.
- Utilized a detail-oriented approach to ensure accurate and consistent data entry, enabling the team to access and utilize assets quickly and efficiently.

EDUCATION

ADAMS STATE UNIVERSITY | Bachelors Of Arts In Rich Media Design | Sept 2009 - June 2013

SKILLS

Software: Photoshop, Illustrator, InDesign, Figma, Powerpoint, Word
Expertise: Hierarchy, Typography, Color Theory, Proofing