

John Ra

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SUMMARY

Creative executive with 10+ years leading brand strategy, storytelling, and donor communications for mission-driven organizations. Skilled in managing global teams, building scalable systems, and producing award-winning creative across print, digital, and events. Passionate about ethical storytelling, accessibility, and inclusive leadership. Proven ability to align creative vision with fundraising goals and deliver work that resonates across audiences and cultures.

SKILLS

Creative Direction • Art Direction • Brand Strategy • Donor Communications • Campaign Development
Cross-Functional Leadership • Global Collaboration • Event Production • Accessibility Design • Ethical Storytelling
Workflow Optimization (Asana) • Digital Asset Management (Canto) • Web & UX Systems • Vendor & Freelance Management

EXPERIENCE

Senior Director of Creative Services | Partners In Health

August 2022 - Present, Boston, MA

- Managed 12-person creative team across design, web, and multimedia, supporting donor engagement through high-impact assets and campaigns.
- Collaborated with creative staff across 9 global sites to align storytelling, visual standards, and production workflows.
- Developed scalable visual systems (brand guidelines, Atomic Design-based web design system) adopted by 500+ staff.
- Spearheaded creative production of 300+ assets annually across digital, print, event, and campaign channels.
- Oversaw \$1M+ HR and operations budget and global vendor network, ensuring consistent delivery of high-quality creative across continents.
- Directed photo and video production and curated ethically gathered storytelling content for global campaigns and donor materials.
- Led improvements to Asana project workflows—automating and managing 100+ cross-functional projects/year.
- Mentored international team through ongoing coaching, training, and feedback, boosting performance by 40% during a key six-month growth period.
- Award: 2022 Annual Report honored with Pinnacle Award (PINE) for excellence in print design and production.

Director of Creative Services | Partners In Health

July 2020 - August 2022, Boston, MA

- Managed strategy and execution of donor lifecycle campaigns across 9 programmatic sites; aligned creative with fundraising goals.
- Produced high-impact stewardship materials, appeals, microsites, and multimedia content across all channels.
- Led migration to Canto DAM system, increasing global access and asset discoverability for 200+ stakeholders.
- Directed award-winning 2020 Annual Report microsite (IDA Silver) in collaboration with Future By Design.
- Introduced scalable project intake systems, training tools, and improved creative operations using Asana automations.
- Hired, mentored, and managed freelance vendors including designers, video editors, and photographers.

Art Direction & Creative Manager | Partners In Health

August 2018 - July 2020, Boston, MA

- Strengthened PIH's visual brand by evolving accessibility, typography, and layout standards, improving consistency across 100+ annual assets.
- Supported launch of 2021 Brand Handbook, aligning visual identity and tone across 9 global sites.
- Built and maintained PIH's design archive in OneDrive, enhancing cross-team access and long-term asset preservation.
- Produced campaign visuals for appeals, annual reports, events, and digital channels, contributing to year-over-year donor growth.
- Captured widely published photo of Dr. Paul Farmer in Sierra Leone, used by NYT, PBS, and Harvard in memorial tributes.

Graphic Designer | Partners In Health

April 2016 - August 2018, Boston, MA

- Designed 150+ creative assets/year across donor outreach, fundraising materials, newsletters, and social.
 - Created templates, icon systems, and early visual standards foundational to future brand evolution.
 - Recognition: 2017 International Women's Day campaign named Shorty Awards Finalist for Social Good.
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EDUCATION

Bachelor of Fine Arts (BFA), Advertising | Michigan State University

AWARDS & HONORS

Pinnacle Award - Awards of Excellence

Printing Industries of New England (PINE), 2023

Silver Award - Web Design: Annual Reports

International Design Awards (IDA), 2021

Finalist - Social Good Campaign

Shorty Awards, 2017
