

John D. Storey ~ DESIGN & DEV

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I love to create, both as an artist and as an entrepreneur. The goal is both style and substance through the beautiful execution of a strategically sound plan.

~ Photoshop ~ Illustrator ~ FCP 7 & X
~ HTML ~ CSS ~ JS ~ ANGULAR

THE DEETS

VP of Marketing / UX
2013 - 2014

6 year old Tech Startup focusing on SMS messages. Sends 10M - 12M monthly.

Headed initiatives to overhaul UI to be more user friendly, a mobile app, and create a national sales platform.

Set up experiments with measurable metrics to compare conversion rates and overall profitability of competing campaigns.



TXTWIRE.COM

Marketing Consultant
2011 - 2012

Strategized and re-worked their marketing material such as their logo, tagline, brochure content, messaging, and photographs used in brochures at annual trade shows.

Initialized strategy and UI for their Price Checking App to drive gun sales by it's use at national Gun Shows.

GUNAUCTION

BYU CREATIVE

Video Director // Producer
2010 - 2011

Produced, filmed, and edited media for the football team to be used heavily in recruiting. Initial time heavily spent in interviews finding the authentic message to communicate to future recruits.

Our short documentary on What it Means to be a Flag Bearer won Best Short Format Film from the CSVA.

HOBBIT QUEST

Social Media spurred adventure to become extras in a movie.

GUINNESS WORLD RECORD

Video for Silly String party

ROAD TRIP RAP

Coast to Coast rapping video.

PANAMA BUS

Taking a gutted school bus through 8 countries is not something you forget.

CAT PONCHO

Cat is the new black. Check out CatPoncho.com

ATHLETICS

Marathon (3:46:23)
Triathlons
Climb Mountainthons

TRAVEL

2 years in Peru, Mexico, Belize, Tokyo, Alaska, Honduras, Nicaragua, Panama, Australia, Costa Rica, China, & New Zealand

Side Project
2010 - present

The creation of a clothing brand centered on emerging trends within the media. Namely social media and customization.

Created the reachout program that earned us distribution through 14 physical locations, 25 blogs, and 3 employees to maintain our mall Kiosk partnership.

APPARATUS

DEV MOUNTAIN
Front-End Developemnt
2014

BRIGHAM YOUNG UNIVERSITY
Strategic Advertising | Art Direction
August 2012

REAL ESTATE LICENSE
Inactive
August 2007

EDUCATION

TESTIMONIALS

ASK ABOUT

DUANE BUSBY // BYU FOOTBALL
Pixar CEO Ed Catmull once said that Talent is rare; well John is talented

DAN SWISS // VIVINT
He has the epitome of professionalism combined with superior creativity.