

Info



Name

John Watson



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Portfolio

www.johnwatsondesign.com



Social

linkedin.com/in/watson-john-b6a0a74/

Certifications

Through Cambridge
Certification Authority

- HTML 5
- CSS 3
- Javascript

Education

Academy of Art University
Summer Semester -1991

Silicon Valley College
B.A. Visual Design -1996

Previous Clients

GAP, Sharper Image, MVEF
(Mountain View Educational
Foundation), City of San
Jose, Natural Wonders, Bay
Area Beverage, City of Los
Gatos, Molly MaGee's,
Fibbar MaGee's, Lincoln
Elementary School, and
Compass Engineering
Contractors

Resumé

John Watson Visual/Web Designer

SF Bay Area designer with over 10 years experience. Certified front-end developer.
Adobe Power User. Dynamic customer skills with excellent record.

Skills

- Visual Design
- Concepting
- Prototyping
- Team Management
- UI/UX Design
- Wireframing
- Adobe Creative suite
- MAC/WINDOWS user

Work Experience

John Watson Design

Role: Freelance Designer

1/2004-Present

- As a freelance designer I conceived, designed and implemented a dynamic range of projects working both directly with clients and as a third party.
- Utilizing Photoshop and Illustrator, I've created logos and promotional ads. Using coding skills, I've implemented UI/UX design for websites.
- I managed task timelines and deadlines involving multiple agents and organizations.

Cornerstone Coffee Brewing Co.

Role: Owner/Operator

1/2014-5/2018

- I oversaw all operations of a small business.
- I designed the logo for the business, oversaw all branding opportunities and managed social media outlets.
- Using research from media outlets and incorporating feedback from customer satisfaction studies enabled me to focus my customer's needs, as a result I increased sales and marketshare nearly 200%.

Interstate Traffic Control Products

Role: Lead Designer

3/2006-4/2013

- I accomplished projects and met manufacturing deadlines, interfacing directly with company representatives and municipal agents for infrastructure.
- Using mainly Adobe Illustrator and Gerber Composer, The signs I would design would adhere to California code specifications.
- I was directly responsible for all large format printing and mounting to specific substrates.

Bay Area Beverage

Role: Graphic Designer

5/2005-3/2006

- In the vibrant design department for the largest beverage distributor in the Bay Area, I was responsible for creating company collaterals including: direct marketing diplays, Point-of-sale displays, and event promotions.
- I conformed to brand identities on a variety of products. I used CorelDraw! and Onyx RIP software to perform multiple run, large format prints and maintained client profile libraries.

Baymark Signs

Role: Graphic Designer

4/2001-1/2002

- Created designs for customers and businesses Using CorelDraw!, Adobe Illustrator, and Gerber Composer which were directed to one of two large format printers.
- As part of a ten man design and installation goup, I helped at front desk with customer service, assisted in back for fabrication, and I maintained both large format printers.
- Duties also included site surveys with calculations for production, permit drawings and obtaining permits.

Aquent, Inc.

Role: Visual Designer

3/1997-4/2001

- Created diversely styled material for use in various media.
- Used Adobe software to work in the entire spectrum of the graphics world including Dreamweaver for Web design and Photoshop and Illustrator to create Print designs.
- I worked with large, dynamic departments and also as a solo designer. Clients included; GAP, Sharper Image, Natural Wonders, and San Jose Mercury News.