



## CONTACT:

John Coleman  
518.681.6089  
hello@johncolemandesign.com

## WEBSITE:

johncolemandesign.com

## SKILLS:

Photoshop  
InDesign  
Illustrator  
Procreate  
After Effects  
Wordpress  
Squarespace  
Premiere  
Final Cut Pro  
Adobe Rush  
Basic HTML code  
AP Style

## EDUCATION:

BA, SUNY Plattsburgh, 2007  
Magazine Journalism;  
Minor: Graphic Design

## ABOUT:

I'm a freelance graphic designer and illustrator based in Upstate New York with 10+ years of agency experience and a deep passion for the outdoors. I've held positions as an in-house designer, senior graphic designer, and art director. I've partnered with ski resorts, outdoor brands, private businesses, tourism promotion agencies, and non-profits on campaign creation, digital marketing, brand strategy, logo design, print design, and more. I'm an effective communicator that works efficiently to produce high-level design on-time and on-budget.

## EMPLOYMENT:

*July 2020 – Present*

### **Art Director – Mountain Gazette**

I handle design, layout and production of this biannual, outdoor culture magazine that ships to 15,000 subscribers in several countries. I work with a dispersed team to determine photo and editorial placement while laying out the magazine's features, advertisements, and photo stories. I also design Mountain Gazette ads, apparel and merchandise as needed.

*July 2019 – July 2022*

### **Senior Creative Designer – Workshop**

Responsibilities include providing graphic design on several agency accounts and across multiple projects; managing client expectations and leading / executing changes as required to improve the outcome or nurture the client relationship; and leading other creative team members to conceive, explore, refine, and implement design across all platforms.

*March 2014 – June 2019*

### **Associate Art Director – Trampoline Design**

Produce outstanding design and content, provide creative direction to junior designers, and manage key accounts.

*November 2010 – March 2014*

### **Marketing Coordinator – Finch Paper**

Provide support to the Sales & Marketing team. Responsibilities include copywriting, editing, social media coordination, database management, customer mailings and project-based work.

*October 2007 – September 2010*

### **Community News Reporter – The Post-Star Newspaper**

Writer, layout and photography for marketing publications and the daily newspaper, circulation 30,000+.