



JOHN GOODMAN

print / web • design / illustration

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EXPERIENCE

- 2011–present **Graphic Artist** ————— **Health Care Compliance Association**
- Design, layout, and publish 2 print periodicals (1 monthly and 1 bi-monthly); researched, recommended, launched, and maintain web- and app-based versions of both publications; art-direct photo shoots; coordinate photography, printing, and other services from outside vendors
 - Design and produce a wide variety of marketing and educational materials to support the needs of 12 Project Managers, 100+ events (regional, national, international, and web-based), and 10 products
- 1998–2011 **Owner / Designer / Illustrator / Art Director** ————— **Incite Design Works**
- Specialized in print design (brochures, newsletters, annual reports, direct mail, trade show materials), website design & maintenance (HTML, CSS, JavaScript), branding (logos & identity systems), and illustration (technical, editorial, caricature)
 - Managed projects from initial client contact through press check, print, and delivery
 - Subcontracted for advertising and PR firms (Periscope, Plural, Schmitt & Sloan, Weber-Shandwick, etc.)
- 2006–2009 **Senior Designer / Art Director** ————— **Augsburg Fortress Publishers**
- Designed books, educational products, and packaging for the Publishing Department; self-managed a large and diverse set of projects from 4 distinct product divisions; coordinated services from outside vendors; attended press checks
- 2005–2006 **Designer** ————— **Augsburg Fortress Publishers**
- Created a full range of marketing materials (ads, direct mail, brochures, newsletters, sell sheets, catalogs, oversize display graphics, etc.) to support a diverse product line (books, videos, sheet music, CD-ROMs, websites, textiles, etc.); coordinated with Marketing Director, 5 Product Managers, and outside vendors to deliver consistent branding across a wide range of products and media
 - Rescued the Marketing Department from a 6-month backlog of projects and helped return it to a regular production schedule within my first month
- 2003–2005 **Designer / Project Manager / Office Manager** ————— **Landmark Photography & Design**
- Developed coordinated marketing collateral (brochures, flyers, posters, ads, signage, websites, etc.) for realtors, builders, developers, vendors, and suppliers
 - Met and communicated with clients; coordinated services from outside vendors and freelancers
 - Taught design principles & software techniques to Landmark's owners and employees
 - Designed and implemented project-management system and computer-maintenance procedures
 - Enabled company to offer additional services, increase sales, and hire additional employees
- 1995–1998 **Designer / Illustrator** ————— **Kapel Communications**
- Produced a range of identity and marketing materials for clients in high-tech and non-profit sectors
 - Managed projects from concept through print

EDUCATION

- 1987–1991 **Bachelor of Arts, *Cum Laude*** ————— **Saint Olaf College**
- Majored in Studio Art; studies included a.p. drawing & design, graphic design, painting, printmaking, animation, photography, sculpture, art history, and art education

SOFTWARE

Primary InDesign / Photoshop / Illustrator / Acrobat / Dreamweaver / Outlook
Secondary QuarkXPress / Word / Excel / PowerPoint / Fontographer / Flash



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REFERENCES

“We were extremely lucky to have John on our team. Our company had an exceptionally large workload of design projects to handle, and John immediately brought order to our chaos: he quickly and easily grasped the messages behind our projects and produced graphic designs that worked, solving problems we didn’t even know we had!”

“Not only were his designs visually appealing, the technical execution was flawless. I know many of our internal production staff learned a great deal from him about how to build a clean file.

“In addition, John’s patience and good humor made him a dream to work with. If problems arose, John worked independently to find solutions and maintained a consistently positive and professional demeanor.”

— Jessica Thoreson
Managing Editor, Publishing Department
Augsburg Fortress Publishers

“John is an outstanding graphic designer whose work is distinguished by three things:

- 1) intelligent, innovative design that ‘nails’ the marketing emphasis every time
- 2) creative solutions to difficult design problems such as use of space and readability
- 3) a terrific ‘can do’ attitude that is timely, productive, and a joy to work with!

“In addition, John goes the extra mile noticing and correcting inconsistencies in marketing copy or treatment of design elements. He proposes changes that directly address the customer and make for more successful marketing campaigns.

“I recommend John without hesitation.”

— Pamela Johnson
Product Manager, Books
Augsburg Fortress Publishers

“...[John produced] the best trade show signage Augsburg has ever done...”

— Tim Paulson
Marketing Manager, Brand Development
Augsburg Fortress Publishers

“I had the pleasure of working with John at Augsburg Fortress Publishers. I was the Director of Marketing Communications at that time, managing a creative team responsible for the delivery of more than 600 projects a year—encompassing collateral design and production, advertising, media relations, electronic marketing, sales promotion, presentations, book publicity, and special events.

“When John joined my overwhelmed design team as a full-time contractor, he made an immediate, positive impact. It was evident from his first deliverables that he was a seasoned pro with a deep knowledge of design programs and creative aesthetics.

“He was also adept at counseling marketing principals in order to distill creative direction into collateral that effectively met the marketing goals of the organization.

“Despite constantly shifting priorities and timeframes and the dynamic personalities of internal clients, John remained unflappable, accommodating and upbeat, producing high quality work in a timely manner. He also served as the “go to” person for various questions about design programs and techniques. Because of these qualities, he was well respected in the company. John was always seeking to learn, gain new experiences and be challenged.

“I am confident that any organization would be fortunate to employ him as a graphic designer or art director.”

— Deborah Erickson
Director, Marketing Communications
Augsburg Fortress Publishers