

JOHN YAKICIC

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SUMMARY

I have a passion for creative, both personally as well as professionally, in combination with my knowledge and experience of the corporate environment. My aspiration is to contribute my creative and management experience to your organization.

PROFESSIONAL EXPERIENCE

Samsung Electronics America, Inc. Ridgefield Park, NJ

5/2015 – 9/2019

Creative Services Manager – Brand Creative

- ♦ **e-commerce** - Work with eComm team to design weekly e-mail blasts for consumers. Design promotional banners posted on Samsung.com and upload to content management system and static banners. Design employee announcements in HTML for company-wide distribution. Adhering to brand standards for consistency throughout cross-category design.
- ♦ **Demand Gen** - Work with Demand Generation team to design ad templates, retractable banners, In-Store TV displays and collateral materials.
- ♦ **Strategic Planning** - Work with various brand teams to design banners for CES including production and work with printers. Design event logos, PowerPoint presentations and NSM materials.
- ♦ **Easy Ads and Gallery** - Manage 2 Digital Assets Management Sites. Upload product and feature imagery, energy guide labels, videos & core messaging. Restructuring navigation based on product team needs. Presentation to sales reps on overall usage and capabilities with Q&A forum. Train third party vendors. Approve new user registration. Troubleshoot issues with end users. Build folder hierarchy. Also working with platform managers to merge the two separate company sites into one. Categories include: Mobile, TV, DAV, Home Appliance, Memory, PC, etc.
- ♦ **Launch Management** - Supervise and manage the “Clean room”. Scheduling room and managing securities of a Wi-Fi free secure room for five mobile launches. Include coordinating Information Technology, General Affairs, Security, Product Managers and Advertising Agencies. Work closely with other branches to manage file transfer, file organization and distribution.

Samsung Electronics, Interactive Art Director – MarCom Division

2/2012 – 5/2015

- ♦ Designed new product web sites including features with intro animation and user interaction. Created feature images for launch of new product models and copy writing for launches.
- ♦ Designed web banners and developed interactive product tours in Web Collage for on-line retailers.
- ♦ Developed templates for optimizing images in several format sizes, working directly with HQ and Web department to insure quality and brand standards.
- ♦ Created graphics for Smart TV Apps and interactive on-screen menu displays. Concepted and designed for national print advertising.
- ♦ Content management for retailers with categories that include Television, and Digital Audio Video.

Additional Freelance Accounts:

4/2008 – 2/2012

Medicus LifeBrands

- ♦ Art direction and design including Launch of Allegra OTC, branded marketing tools for reps, doctors and pharmacists, with over 75 tactical pieces including detail aids, sell sheets, brochures and car wrap.
- ♦ Convention booth materials including ipad and detail aids for Enfamil. Additional accounts include, Multaq, Noxafil and winning pitch for Tyvaso and Remodulin.

Avaya Market Leaders

- ◆ Designed web sites and email blasts for business promotions, including Mac and PC platform testing.

Johnson & Johnson – Promotion Dept.

- ◆ Designed of FSIs and various sales promotion materials. Prioritized and managed workflow.

Bradley Pharmaceuticals, Fairfield, NJ

12/2004 – 4/2008

Senior Art Director (Promoted)

- ◆ Created several brand animations simultaneously for National Sales Meetings including storyboard presentations and preparing files for after effects/flash animators. Planned budgets and time lines.
- ◆ Responsible for art direction and conceptual execution of journal ads, detail aids, package designs, tactical presentations and various promotional sales force material.
- ◆ Established graphic standards for assigned brands.
- ◆ Liaison between production managers, vendors and brand managers.

Adient, CommonHealth USA, Wayne, NJ

7/1997 – 12/2004

Art Director (Promoted)

- ◆ Art direction of journal ads and monographs, detail aids and promotions for sales conventions.
- ◆ Designed patient information kits and slide presentations.
- ◆ Weekly contact meetings with clients to plan project creation and scheduling.
- ◆ Supervised print runs and photo shoots.
- ◆ Accounts included: AstraZeneca: Exanta. Pfizer: Listerine, PocketPaks and Trident.
Merck: Recombivax, Comvax, Pedvax and Managed Care programs. Ortho-McNeil: Levaquin.

Adient, CommonHealth USA, Wayne, NJ

1/1996 – 7/1997

Studio Manager

- ◆ Directed a Mac Department of 11 members in two shifts.
- ◆ Replaced freelancers with a full time staff and assigned a point-person system with individual account management.
- ◆ Reviewed all disk-released materials in hi-res format.
- ◆ Trained and biannually reviewed all studio staff members.

COMPUTER EXPERIENCE

Adobe InDesign, Photoshop, Illustrator, Flash, Dreamweaver, iMovie and PowerPoint on both Mac and PC platforms. Various audio editing and sound recording/mixing programs.

EDUCATION

School of Visual Arts, NYC. Bachelor of Fine Arts. Major: Graphic Design and Typography.

HONORS

- ◆ Silver Award, Rx Club for Levaquin ad “Clear the Stream with Confidence.”
- ◆ Awarded Fourth Prize in national letterhead design competition for Gilbert-Mead Paper Company. Letterhead appeared in *Communication Arts* magazine.