

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, Ridgefield Park, NJ

2/2012 – present

Interactive Art Director – Freelance, MarCom Division

Design new product web sites including features with intro animation and user interaction. Create feature images for launch of new product models and copywriting for launches. Design and produce web banners in flash and develop interactive product tours in Web Collage for on-line retailers. Develop templates for optimizing images in several format sizes, working directly with NAHQ and web department to insure quality and brand standards. Create graphics for Smart TV apps and interactive on-screen menu displays. Concept and design for national print advertising. Content management for retailers with categories that include Television, Digital Audio Video, Digital Imaging, Memory and Accessories.

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. Enfamil – convention booth materials including ipad detail aids. Multaq, Interactive Resource Guides, Mapping ads to announce web sites, detail aids and annotated detail aids. Additional accounts include, Metamucil, Noxafil and winning pitch for Tyvaso and Remodulin.

Avaya Market Leaders – Design and production of web sites and email blasts for business promotions, including Mac and PC platform testing and text message files. Revising existing templates.

Johnson & Johnson – Promotion Dept. Design of FSIs and various sales promotion materials. Prioritize and manage workflow. Work with managers developing ads and marketing materials.

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 timelines.
- ♦ 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 including PowerPoint CDs.
- ♦ 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
Studio Manager

1/1996 – 7/1997

- ◆ 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.

Shasho/Jones Direct, NYC
Desktop Department Manager/Staff Art Director

7/1992 – 12/1995

- ◆ Scheduled job flow through desktop publishing, including page make-up and art direction input.
- ◆ Trained and evaluated freelance and staff job performance.
- ◆ Reviewed templates for quality control.
- ◆ Designed business to business catalogs.
- ◆ Clients included: GRP Records, Chadwick's of Boston, and Dartnell-Motivational Sales Training.

Lord & Taylor, Catalogue Division, NYC
Assistant Production Manager

7/1990 – 6/1992

- ◆ Supervised production of catalogs and inserts.
- ◆ Prioritized workflow, routed projects through departmental approvals, controlled production costs, handled trouble-shooting, worked with color separators and printers.

Belair & Inoue Visual Communication, NYC
Designer, Studio Manager

7/1986 – 7/1990

- ◆ Conceptualized promotions from presentation design through mechanical production.
- ◆ Clients included: Sharp Electronics, Gucci America and Sony Video.

COMPUTER EXPERIENCE

Adobe CS6: 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, 1986. Major: Graphic Design and Typography.

HONORS

- ◆ 2001 Silver Award, Rx Club for Levaquin ad “Clear the Stream with Confidence.”
- ◆ 1986 – Awarded Fourth Prize in national letterhead design competition for Gilbert-Mead Paper Company. Letterhead appeared in *Communication Arts* magazine.