



# JOHN KISSEE

## CREATIVE PROFESSIONAL

FORT LAUDERDALE, FL

Skilled, experienced visual arts expert with a passion for compelling design. Nearly 15 years of experience in all aspects of visual communications, from branding and creative strategy to product packaging and illustrative storytelling. Effective at leading in-house corporate graphic design, partnering with marketing and sales to ensure superior brand management, opening up new markets, and driving bottom-line results. Known for creative problem solving, collaboration and enthusiasm. Comfortable in production-heavy environments with shifting deadlines. Multitasking, hands-on, detail-oriented and committed to excellence.

## CONTACT

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## EDUCATION

**Bachelor of Arts | Visual Arts**  
Florida International University  
Miami, FL

**Associate of Science | Graphic Design**  
Broward College  
Fort Lauderdale, FL

## SKILLS & ASSETS

- Layout & Typography
- Packaging Design
- Corporate Branding
- Prepress & Print Production
- Brand Standard Accuracy & Quality
- Team Leadership
- Online Marketing
- Vendor Management
- Expert Photo Manipulation
- Expert Vector Illustration
- Communication & Organization
- Strategic Planning
- Sales Collateral
- Expert drafting skills

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR

**Javita International Ltd | Boca Raton, FL | 2015 - 2020**

Led all aspects of design and branding content for a nutritional beverage company, including print & digital media, packaging, social media content, event graphics, multi-page publications, apparel and merchandise design, logos, sales presentations and infographics. Collaborated on campaigns & deliverables, product launch strategy and other growth initiatives.

- Spearheaded a full overhaul of Javita's visual brand identity, contributing to a 20% increase in annual sales and several national design awards from Graphic Design USA.
- Saved the company over \$8,000 in photography & production costs by digitally adjusting existing studio photography to match new products and designs.

### ART DIRECTOR

**Salix Animal Health LLC | Deerfield Beach, FL | 2011 - 2015**

Managed packaging design for the world's largest vertically integrated rawhide dog treat company. Collaborated with brokers, brand management and sales reps from major retail chains, including Kroger, Walmart, Safeway, Walgreens, Costco, and PetSmart to create custom visual materials for each outlet. Actively involved with packaging development, creating die lines, product photography, physical mock-ups, digital renderings and planograms.

- Created a breakthrough design concept for shelving space of Salix pet treat products for the sales pitch used with Walmart, which helped the company land a lucrative \$17M contract.
- Saved the company over \$10,000 in outside design costs by adapting private label packaging to multiple sizes and SKU's.

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## SOFTWARE

### 10+ YEARS:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Outlook

### WORKING KNOWLEDGE:

- Adobe After Effects
- Adobe Premiere
- Sketch
- InVision
- Wordpress
- Blender

## AWARDS

American Graphic Design Award | 2018  
In-House Creative Award  
Graphic Design USA

American Graphic Design Award | 2017  
Packaging Design Award  
Graphic Design USA

## PROFESSIONAL EXPERIENCE continued

### SENIOR DESIGNER

Waiora Global | Boca Raton, FL | 2006 - 2011

In collaboration with Waiora's creative director, designed and branded entire company product lines, including skincare, fitness, and nutritional supplements, as well as numerous multi-page publications, brochures, logos, and event graphics.

- Improved sales of a nutritional beverage by over 50% after redesigning its packaging and brand message.
- Saved the company over \$2,000 by creating illustrations in place of contracted studio photography.

### FREELANCE DESIGN & ILLUSTRATION

Supported diverse clients with logo and brand design, editorial, magazine and comic book illustration, concert posters, product packaging, book covers and fine art prints; keeping skills acute through a variety of creative challenges.

## REFERENCES

**Darryl Anderson**  
VP Marketing  
Javita International Ltd.  
Boca Raton, FL

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**Marc Kreamer**  
CEO/Owner  
Salix Animal Health LLC  
Deerfield Beach, FL

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Touchstone Essentials  
Raleigh, NC

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