

John Lefteratos **Graphic Designer | Art Director | Problem Solver**

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SUMMARY

A prolific designer who has worked on highly compelling marketing campaigns that engage consumers. Adept at multi-tasking with extensive experience in executing 360 degree creative for print, broadcast, and digital. Skilled in client relations and managing junior staff. Self-motivated and adapts well in a deadline driven environment. Strong business acumen and ability to translate business products and needs into user experience solutions that meet the needs of major corporations, small businesses and startups alike.

AWARDS

BDA's Jeff Foxworthy Roast premium, Drawn Together ad campaign.

Silvermark Awards South Park PPV Special ad, Mind of Mencia ad campaign.

EXPERIENCE

Turner Entertainment New York, NY

Freelance Designer 5/12–Present

Work directly with senior staff to develop event marketing solutions for Adult Swim, Cartoon Network and Turner Entertainment properties. Produce email marketing, print communications, presentations decks for Ad Sales and Marketing clients. Maintain consistently high design standards for cross-platform content.

Serino Coyne New York, NY

Freelance Art Director 1/12–5/12

Concept development and execution of key art for Chaplin the Musical. Collaborated with digital team to ensure Chaplin online creative was on brand. Developed creative direction for Who's Afraid of Virginia Woolf? Contributed creative for new business pitches for Matilda, Hands on Hard Body and Kinky Boots.

Freelance Designer 9/10–1/12

Clients include: HBO, Makovsky + Company, Renovation X Inc., Turner Entertainment, Two of a Kind LLC.

WWE Stamford, CT

Freelance Art Director 10/11-12/11

Worked directly with Creative Director for development and execution of WWE Network identity and branding. Executed final logo for WWE Inbox Youtube channel. Developed logos that aligned with network branding for shows such as Legends House, Livewire & Action Center.

HBO New York, NY

Freelance Production Designer 7/11–9/11

Provided Art Directors with production and design support. Expanded established HBO branding into print collateral and online presence. Assisted Art Directors and other team members with design and production expertise. Created and executed banner campaigns for Cinemax's Strike Back TV show ahead of schedule and exceeding the expectations of internal clients.

Comedy Central New York, NY

Senior Designer 2/98–9/10

Successfully designed and executed a wide variety of projects from concept to completion. Hired and art directed photographers for photo shoots. Collaborated with Art Director and VP to create high profile digital and print campaigns for shows such as The Man Show, South Park, Mind of Mencia, Drawn Together, Kröd Mändoon, The Daily Show with Jon Stewart & Ugly Americans.

EDUCATION

School of Visual Arts, BFA, Graphic Design.

EXPERTISE & SKILLS

Art Direction
Concept Development
Print & Digital Advertising
Visual Identity
Branding Design
Social Media Design
Web Design
Typographic Design
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Powerpoint
Keynote
WordPress
Fluent in Mac & Windows