



# John Stevens

Creative Director

## CONTACT



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email@example.com



LinkedIn



Los Angeles, CA

## KEY SKILLS

- Creative strategy and campaign direction
- Artistic direction for film and digital media
- Brand development and visual identity systems
- Cross-functional team leadership and mentorship
- Campaign performance analysis and ROI measurement
- Motion and print production management
- Stakeholder presentations and executive communication
- Design systems and scalable creative workflows
- Visual storytelling and narrative development

## EDUCATION

- **Bachelor of Fine Arts (BFA) in Visual Communication**  
Savannah College of Art and Design, Savannah, GA | May 2013

## ABOUT ME

CREATIVE DIRECTOR WITH 12+ YEARS OF EXPERIENCE BUILDING HIGH-IMPACT CAMPAIGNS FOR FILM, ANIMATION, AND DIGITAL STORYTELLING AT THE WORLD'S MOST RECOGNIZED ENTERTAINMENT BRANDS. EXPERT AT BLENDING STRATEGIC VISION WITH HANDS-ON CREATIVE DIRECTION TO DELIVER CAMPAIGNS THAT DRIVE MEASURABLE BUSINESS OUTCOMES. KNOWN FOR BUILDING AND MENTORING HIGH-PERFORMING TEAMS OF 12+ ARTISTS WHILE CONSISTENTLY CUTTING PROJECT TIMELINES AND INCREASING AUDIENCE ENGAGEMENT.

## PROFESSIONAL EXPERIENCE

SENIOR CREATIVE DIRECTOR | WALT DISNEY COMPANY, LOS ANGELES, CA

FEBRUARY 2018 - PRESENT

- Led promotional campaigns for 8+ major theatrical releases, increasing average Q4 ticket sales by 20% through integrated digital and out-of-home campaign strategies
- Mentored a team of 12 artists across motion, print, and digital disciplines, increasing overall creative output by 30% between 2019 and 2020 through restructured workflow and sprint-based delivery
- Streamlined creative production processes across 5 departments, cutting average project timelines by 40% and reducing external vendor spend by \$1.2 million annually
- Oversaw creative direction for franchise campaigns spanning social, broadcast, and experiential, maintaining brand consistency across 20+ touchpoints per release
- Collaborated with marketing, licensing, and strategy teams to align campaign creative with audience insights, improving campaign conversion metrics by 18% year-over-year
- Recruited and onboarded 6 senior creatives over 4 years, building a team recognized internally with 3 creative excellence awards

LEAD GRAPHIC DESIGNER | ADOBE SYSTEMS, SAN FRANCISCO, CA

JULY 2015 - JANUARY 2018

- Led design efforts for 20+ brand campaigns across Adobe's Creative Cloud portfolio, boosting customer engagement by 25% within six months through data-informed visual concepts
- Developed a scalable design system adopted across all marketing channels, reducing design production time by 35% and ensuring consistency across 50+ marketing assets per quarter
- Improved brand recognition by 35% through visually compelling campaign creative validated through A/B testing and audience research with 10,000+ participant samples
- Managed a team of 4 designers on simultaneous campaigns, delivering all projects on schedule while maintaining quality standards across print and digital executions

# CERTIFICATIONS

- CERTIFIED CREATIVE STRATEGIST | AIGA | AUGUST 2016