



John Havemann

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experience

10.10

Senior Art Director | **LEO BURNETT**

Creating solutions for Samsung, McDonald's, Kraft, and The Field Museum with social media, tv commercials and supportive campaign content. Recently won the agency an \$8 million social media contract as a member of the Samsung team.

Managed and created materials for agent support division of Allstate. Became an expert on that division and served as the main consultant for creatives on campaigns requiring design and branding support.

supervised: art directors, production, freelancers and interns

11.08

10.10

Senior Art Director | **ARC WORLDWIDE**

Created innovative shopping experiences for Coca-Cola, Proctor & Gamble, and Walgreens. Designed POP displays, bulk pack, shelf graphics, FSI, and promotions to influence consumers' shopping choices.

Helped to build a study on how shoppers move in stores and make purchasing decisions — become the model for how Arc combines design and strategy.

supervised: production and freelancers

01.04

11.08

Art Director | **LEO BURNETT**

Was part of the design team to improve the overall look of campaigns from initial concept to final production. Creatively resolved design issues while applying campaigns across multiple types of media.

Won 90% of the new business pitches worked on (including Coca-Cola, PetSmart, Western Union and U.S. Army).

supervised: production, freelancers and interns

01.03

01.04

Art Director | Production Manager | **LBWORKS**

Joined company as a freelance designer assisting with new business pitches. Hired full-time after helping win new business from Lexmark, Starbucks and Gateway.

Created and managed printed and digital materials from initial concept through final production. Reviewed and performed final prep on all designers' digital files.

trained/supervised: production artists and freelancers

06.00

07.02

Creative Branding Director | **MONACO | VIOLA**

Developed creative solutions in print, direct mail, catalogs, trade show design, annual reports, identities, collateral, web design, illustration and retouching.

Assigned projects, organized schedules, tracked budgets and estimated projects.

supervised: designers, writers, freelancers, and proofreaders

07.97

06.00

Senior Graphic Designer | Art Director | **PAUL ALTMANN GRAPHIC DESIGN**

Developed creative solutions in print, direct mail, catalogs, annual reports, identities, collateral and illustration.

supervised: designers, vendors, and freelancers

06.94

07.97

Graphic Designer | **ANDREW CORPORATION**

Worked on in-house design team to create print, direct mail, catalogs, collateral, trade show design and illustration.

01.93

06.94

Owner | Art Director | **OFF CENTER DESIGN GROUP**

Partnered with a designer to develop original creative solutions in print, direct mail, identities, collateral, illustrations and ran day-to-day business.

06.92

01.93

Graphic Designer | **MEDIA UNLIMITED**

Developed creative solutions in print, direct mail and collateral.



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internships

- 02.92 - 06.92 Associate Graphic Designer | **THE EUREKA COMPANY**
Assisted art directors with concept, design and production
- 01.92 - 06.92 Graphic Design Intern | **DESIGN STREAK STUDIO**
Student run internship - created identities and direct mail

skills

tv commercials [:15 & :30], storyboarding, print, billboards, direct mail, spectacles, social media, online/mobile banners, email promotions, retail marketing, point of purchase, packaging, logo design, identities, collateral, catalogs, annual reports, trade show design, web design, illustration and retouching

Macintosh Software:

INDESIGN

ILLUSTRATOR

PHOTOSHOP

Acrobat, Bridge, Quark XPress, Microsoft Office, Keynote

education

Bachelor of Science in Fine Art | **ILLINOIS STATE UNIVERSITY**

clients

Aldi, Allstate, Altoids, American Girl, Art Institute of Chicago, Beef Council, Bobbi Panter Pet Products, Capri-Sun, Caribou Coffee, Coca-Cola, Comcast, ComEd, ConAgra [Healthy Choice, Pam, Chef Boyardee], Cranium, Delta Faucet Co., DeVry, Discovery Channel, Disney, Earthlink, EDS, Electromotive, esurance, Exelon, Fage, The Field Museum, Gateway, General Motors, Georgia-Pacific, Godiva, Hallmark, Heidelberg, Howe Barnes, Hyatt Hotels, Invesco, Jenn-Air, Keebler, Kerry Wood Foundation, Kraft Foods, Philadelphia Cream Cheese, KraftMaid, Kelloggs, Lexmark, Marshalls, Maytag, McDonald's, Morgan Stanley, Museum of Science & Industry, Nintendo, Oronoco Rum, Procter & Gamble [Always, Head & Shoulders, Herbal Essences, Olay, Pantene, Secret, Tampax], PetSmart, The Private Bank, Purina, Samsung, Sanford [Sharpie, Prismacolor], Sara Lee, Sears, Serta, Starbucks, Town of Normal, IL, Toys"R"Us, Turner Classic Movies, Ty Peek-A-Boos, United Airlines, United Healthcare, U.S. Army, Walgreens, Washington Mutual, Western Union, Wm. Wrigley Jr. Co.

awards

2012 Silver Clio: Allstate Integrated

2012 Gold Chicago Addy: Allstate Regional/National