

JOHN PHILLIP DAVIS

CREATIVE DIRECTOR

515 664 0007

Email - john@jpd.design

Portfolio - www.jpd.design

Windsor Heights, Iowa 50324

www.linkedin.com/in/johnphillipdavis

SUMMARY

Creative Director with over 15 years of experience shaping and executing innovative brand strategies and designs/concepts. Captivating audiences and supporting the mission to educate, inspire, and to add value to a brand through elevating its industry position, sales, and technical relevancy in the market space. Expertise in leading diverse teams to craft thoughtful campaigns, fostering collaboration and creativity. I believe in the power of design to connect. I'm a people grower. Come see me here. www.jpd.design

SKILLS

PROFESSIONAL

Art Direction / Design

Mentoring

Problem Solving

Decision Making

Team Oriented

Process Improvement

TECHNICAL

InDesign

After Effects

Photoshop

Illustrator

Production

Video Editing

Digital / Social Media

Print

EDUCATION

BACHELORS DEGREE

GRANDVIEW UNIVERSITY

GRAPHIC DESIGN (Major)

VISUAL ART (Major)

WORK EXPERIENCE

○ MARKETING DIRECTOR

EFFLUENT INC. JAN 2022 - NOV 2025

2785 NE 46TH Ave Des Moines, IA, 50317-4803

Lead creative direction and vision: Define and maintain the creative conceptual vision for three separate brands related to plumbing, waste water treatment, and portable restrooms and custom trailer rentals, ensuring alignment with industry-forward thinking, business goals and revenue growth.

Project management: Oversee the lifecycle of creative projects, from initial concept to final delivery.

Team leadership: Supervise, guide, and mentor creative teams, fostering cohesion and excellence within the team.

Content development: Approve and review creative content to ensure they meet quality standards and objectives to generate results.

○ CREATIVE DIRECTOR

COMMARCH MAGAZINE SEPT 2019 - DEC 2021 228

Park Avenue South, New York, New York 10003

Creative: Principal design and concept/brand development for urban-infused architectural publication, website and social media.

Identity: Creation of the visual brand, look and feel of the publication.

Coordination: Liaison between ownership, creative staff and vendors/agency partners.

Organization: Collaboration with agency partners and vendors to generate paid content for magazine.

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EXPERIENCE STATS

Team Management
8 Years

Social Media
6 Years

Video Production /Edit
12 Years

Design for print
10 Years

Creative copy writing
8 Years

Work with International teams
3 years

BRANDS SERVED

(partial)

Room & Board

LG . Starbucks

Avon . Pepsi

Home Depot

John Deere

Well Fargo . Hy-Vee

Office Depot . Fazoli's

L'oreal . Frito-Lay

PORTFOLIO

www.jpdesign.com

REFERENCES

JASON SHEPARD
OWNER
EFFLUENT INC.
515 537 5285

ALEXA HOROWITZ
FMR SOCIAL MEDIA VP
commARCH MAGAZINE
ajkh92@gmail.com

DAVIS SANDERS
OWNER (ART 316)
SANDERS DEVELOPMENT
515 240 3067

WORK EXPERIENCE

○ DIRECTOR OF CREATIVE SERVICES

FEED THE CHILDREN JUL 2018 - JUL 2019
333 N Meridian Ave, Oklahoma City, OK 73107

Lead creative direction and vision: Defined and maintained the creative vision for a non-profit brand, headquartered in Oklahoma City, ensuring it aligned with business goals and growth.

Project management: Managed a team of 6 designers, videographers and copywriters reporting to the Vice President of Marketing.

○ CREATIVE DIRECTOR

house46 (Sole proprietor) NOV 2015 - JUN 2018
1234 University, Des Moines, IA 50320

Design: Self-employed designer serving clients with design for print, video, web, and social media.

○ SENIOR ART DIRECTOR

LEGGETT & PLATT JAN 2014 - OCT 2015
1 Leggett Road, Carthage, Missouri 64836

Direction: Senior creative director for global manufacturer. Manufacturer of consumer and business goods spanning a wide variety of industries from aerospace parts, coil bed springs, to home goods.

Leadership: Management of 4 team members with duties containing print design, video production, 3D animation, and package design.

○ PROFESSIONAL ARTIST (Painter/Sculptor)

johnphillipdavis.com SEP 2003 - DEC 2013
ART316 Studios 316 sw 5th Des Moines, Iowa 50312

Studio: Located in downtown Des Moines, Iowa, I also served as manager for this building, which was comprised of 25 artist/businesses. Working with various galleries and private clients alike. My work is featured in many corporate permanent installations and private collections in the U.S. and abroad.

○ SENIOR ART DIRECTOR / PARTNER

APPLIED ART & TECHNOLOGY SEP 1997 - SEP 2003
2430 106th St, Urbandale, IA 50322

Art Direction for Video: Lead design director for video edit and animation for a regional video production company.

Partnership: Participation in upper management decisions regarding budgets, forward design services and company-wide best practices.

Liaison: Active in direct client engagement serving as connector of talent and studio stakeholders. I also participated in stage design, talent selection and voice talent.