

JOHN C. CLISHAM**Graphic Designer**

La Crescenta, CA 91214

Email: johnclisham@gmail.com | Phone: 818-726-3191

Portfolio: www.johnclisham.com

PROFESSIONAL SUMMARY

Experienced and detail-oriented Graphic Designer with decades of experience in branding, advertising, packaging, print, and digital design. Proven ability to transform creative concepts into compelling visual solutions that enhance brand recognition, increase engagement, and support marketing objectives. Skilled in print production, typography, photo editing, layout, and web/e-commerce design. Adept at managing multiple projects, collaborating with cross-functional teams, and ensuring consistency across all brand touchpoints.

CORE COMPETENCIES

Graphic Design • Branding • Packaging • Advertising • Print & Digital Collateral • Layout & Typography • Photo Retouching • UI/UX Design • Web Graphics • Production • Color Management • Cross-Team Collaboration • E-Commerce Design • Marketing Support

PROFESSIONAL EXPERIENCE**LiteGear, Inc. — Burbank, CA**

Senior Graphic Designer / Art Director | February 2015 – October 2025

- Design and produce marketing, packaging, advertising, and web materials for a global entertainment-lighting manufacturer.
- Create brand assets, logos, catalogs, brochures, and product sheets across print and digital channels.
- Develop product packaging and custom shipping cartons aligned with brand identity and production specifications.
- Design, maintain, and update corporate websites and e-commerce content using WordPress and WooCommerce.
- Direct product photography, image editing, and compositing for print, trade shows, and online campaigns.
- Support product launches through cohesive advertising and digital marketing visuals.
- Enhanced brand visibility and e-commerce performance, contributing to a 300% increase in online revenue.

Mole-Richardson Company — Hollywood, CA

Graphic Designer / Art Director | October 1998 – February 2015

- Designed print and digital collateral, including catalogs, brochures, advertisements, and trade show graphics.
- Developed and maintained corporate brand standards for multiple divisions.

- Managed photography, layout, and digital asset preparation for marketing and e-commerce platforms.
- Designed and maintained a 7,000+ item online catalog and e-commerce site.
- Collaborated with engineers, marketing, and sales teams to produce visually accurate product literature.
- Oversaw prepress production, vendor coordination, and final print approvals.

Graphic Designer / Production Manager / Graphic Artist — Various Publications & Clients

February 1994 – October 1998

- Designed and produced newsletters, magazines, tabloids, and advertisements for travel and corporate clients.
 - Managed creative services department, coordinating vendors, photographers, and freelancers.
 - Conducted prepress production, color proofing, and final print approvals.
 - Created layouts, presentations, and marketing materials for small businesses and Fortune 500 companies.
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EDUCATION

Bachelor of Fine Arts in Graphic Design

University of Bridgeport — Bridgeport, Connecticut

Additional Training and Professional Development

- Art Center College of Design – Brand Experience Design, Product Design, Law & Business for Designers
 - Vistage Group – Leadership Program
 - Glendale College – Web Graphic Design, Dreamweaver, Photoshop
 - Adobe Annex – After Effects
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TECHNICAL SKILLS

Design Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Audition)

Web & E-Commerce: WordPress, WooCommerce, Elementor, Volusion, HTML/CSS

Photo & Video: DaVinci Resolve, Adobe Premiere, Color Correction, Retouching

Collaboration & UX: Figma, Miro

Marketing & Social: Mailchimp, Hootsuite

Microsoft Office Suite: Word, Excel, PowerPoint, SharePoint, Teams

Systems: Apple MacOS, Microsoft Windows

PROJECT HIGHLIGHTS

- **Brand Collateral:** Designed comprehensive brochures, sell sheets, and promotional materials supporting multiple product launches.

- **Packaging Systems:** Created cohesive packaging for global product lines, optimizing design consistency and production efficiency.
- **E-Commerce Design:** Enhanced digital storefront UX and visual presentation for improved engagement and conversions.
- **Photography & Video:** Directed and retouched thousands of product and lifestyle images; edited marketing videos for campaigns and trade shows.

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PROFESSIONAL SUMMARY

Art Director and Senior Designer with 30+ years of experience leading brand development, advertising, packaging, and digital design for global companies in the entertainment, technology, and manufacturing sectors. Expert in concept development, visual strategy, and integrated campaigns across print, web, video, and social platforms. Proven track record of directing creative teams, developing cohesive brand systems, and executing high-impact design solutions that drive engagement, revenue, and market growth.

CORE SKILLS

Art Direction • Creative Leadership • Brand Strategy • Corporate Identity Development • Product Launch Campaigns • Product & Packaging Design • Advertising Campaigns • Digital & Print Design • Web & E-Commerce Design • Photography & Video Direction • Project & Budget Management • Cross-Functional Collaboration • Vendor & Client Relations • Team Mentorship • Marketing Communications • UX/UI Design • Visual Storytelling

PROFESSIONAL EXPERIENCE

KINO FLO | LITEGEAR, INC. — Burbank, CA

Art Director / Senior Designer | February 2015 – October 2025

- Direct all aspects of visual branding, advertising, packaging, and digital content for a global entertainment lighting company.
- Lead and mentor creative teams, overseeing design, photography, video, and external agency collaborations.
- Developed cohesive brand identity and marketing campaigns that increased e-commerce revenue by 300% over five years.
- Designed and launched live streaming branded podcast and video series featuring cinematographers and film professionals.
- Managed the creative direction of print, digital, and social campaigns for domestic and international markets.
- Established brand guidelines and creative standards to ensure design consistency across all channels and product lines.

MOLE-RICHARDSON COMPANY — Hollywood, CA

Director of Corporate Media / Art Director | October 1998 – February 2015

- Oversaw corporate identity and marketing communications for multiple divisions serving the motion-picture and television industries.
 - Directed the creation of catalogs, promotional materials, trade show displays, and digital content.
 - Designed and managed a 7,000-item e-commerce platform, integrating modern UI/UX principles.
 - Led photography and video production initiatives to strengthen visual storytelling across all marketing channels.
 - Managed departmental budgets, project timelines, and vendor contracts while maintaining creative excellence and brand alignment.
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ADDITIONAL EXPERIENCE

Graphic Designer / Production Manager / Graphic Artist | 1994 – 1998

- Designed and produced print publications, advertisements, and marketing collateral for travel and corporate clients.
 - Supervised art department operations and vendor relationships; maintained color and quality standards from concept through press check.
 - Directed production workflows and technology upgrades to improve design efficiency and output quality.
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EDUCATION

Bachelor of Fine Arts, Graphic Design – University of Bridgeport, Bridgeport, CT

PROFESSIONAL DEVELOPMENT:

- Art Center College of Design – Brand Experience Design, Product Design, Law and Business for Designers
 - Vistage Group – Leadership Program
 - Glendale College – Web Graphic Design, Dreamweaver, Photoshop
 - Adobe Annex – After Effects
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TECHNICAL SKILLS

Design Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Audition)

Web / E-Commerce: WordPress, WooCommerce, Elementor, Volusion, HTML/CSS

Video / Photography: DaVinci Resolve, Adobe Premiere, Lighting Direction, Retouching

TECHNICAL SKILLS (continued)

Collaboration / UX: Figma, Miro

Marketing / Social: Mailchimp, Hootsuite

Microsoft Office Suite: Word, Excel, PowerPoint, SharePoint, Teams

Systems: Apple MacOS, Microsoft Windows