

JOHN C CLISHAM

Art Director | Senior Graphic/Visual Designer | Brand Marketing Lead

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PROFESSIONAL SUMMARY

Art Director, Senior Graphic Designer, and Brand Marketing Lead with 25+ years of experience translating complex ideas into clear, compelling visual solutions across print, digital, environmental, and experiential platforms. Proven track record of leading marketing initiatives, managing creative budgets, and driving measurable campaign outcomes, including a multi-million dollar product launch presale, while building brand systems and partnering with cross-functional teams to balance creative excellence with strategic business goals. Known for a modern yet timeless aesthetic and the ability to produce elevated, consistent work in fast-paced environments.

CORE COMPETENCIES

Senior-Level Graphic Design & Visual Communication · Integrated Campaign Design (Print, Digital, Environmental, Experiential) · Brand Identity Systems & Guidelines · Typography, Layout & Information Design · Concept Development & Execution · Visual Storytelling · UX/UI Principles & Figma Collaboration · Production Management · Executive Presentation Design · Photography, Motion & Video · Cross-Functional Collaboration · Quality Control & Brand Consistency

PROFESSIONAL EXPERIENCE

Art Director | Senior Graphic Designer | Marketing Lead

Kino Flo-LiteGear | Burbank, California

2015–2025

Leading manufacturer of professional lighting for film, television, and commercial production.

- Designed and executed multi-platform marketing campaigns, including key art, advertising, social media assets, websites, email campaigns, and large-format graphics, supporting 40+ product launches across web, print, social, video, experiential, and environmental channels over 10 years.
- Led creative and marketing for a product launch that generated \$6M in presale revenue, developing campaign assets across web, social, email, print, and event from concept through execution.
- Led marketing efforts for new product roadmaps through campaign strategy, audience targeting, channel planning, and team briefings.
- Monitored and responded to real-time campaign performance data, including CTR, conversion rates, engagement metrics, and event feedback across web, social, and email, using insights to optimize creative and drive measurable outcomes.
- Grew social media audience by 10+% year-over-year from 2018–2025 through data-informed content strategy and consistent brand storytelling.
- Translated complex technical and marketing concepts into clear visual systems, partnering with marketing, product, and stakeholders to maintain cohesive visual language across all brand touchpoints, including UX/UI workflows, Figma-based design systems, and executive-level presentations.
- Mentored 3 junior designers and directed a network of freelance graphic artists, photographers, videographers, printers, and web developers, ensuring premium execution and brand integrity across 500+ annual deliverables.
- Managed an average \$750,000 annual creative and marketing budget, overseeing vendor contracts, production costs, and resource allocation across all campaigns and deliverables.
- Designed, trained, and supervised an AI-driven internal Help Desk platform, leveraging proprietary data to improve response accuracy and team efficiency, reducing average response time by 90%.
- Designed trade show booths and branded environments for 7 annual events, creating immersive, real-world brand experiences.
- Managed 10+ concurrent projects, consistently balancing creative quality with production timelines and budgets.

Director of Corporate Media | Art Director

Mole-Richardson Company | Hollywood, California

1998–2015

Hollywood's premier manufacturer of professional studio and location lighting equipment for film and television since 1927.

- Led visual communications for 18 product lines across advertising, social, web, presentations, brochures, signage, and event collateral over a 17-year tenure.
- Directed and produced video, photography, and motion assets for marketing campaigns, social media, and web platforms.
- Designed performance-driven paid media and direct-response assets targeting key audience segments to support lead generation and conversion goals.
- Created executive presentation decks and visual storytelling frameworks for senior leadership, sales teams, and external partners.
- Collaborated cross-functionally with marketing, content, product, events, and web development teams from concept through final execution.
- Mentored and directed 7 junior designers while overseeing freelance and contracted creative talent, providing direction, feedback, and quality control across design, photography, video, and web deliverables.
- Built and maintained brand identity systems across multiple campaigns and product lines, ensuring consistency across all channels.

Free, Contract & Consulting — Creative Services.

1998 – Present

Concurrent with full-time roles. Engagements span brand identity, illustration, motion graphics, photography, film editing, UI design, and digital campaigns.

- Developed brand identities from concept through execution, including logos, visual systems, color palettes, and usage guidelines for clients across multiple industries.
- Created original illustrations for editorial, advertising, and brand applications, ranging from detailed technical illustration to expressive conceptual artwork.
- Designed and produced motion graphics and animated content for digital campaigns, social media, broadcast, and web platforms.
- Directed and produced photography for commercial, product, and brand campaigns, managing shoots from pre-production through final retouching and delivery.
- Edited and post-produced film and video content for marketing, promotional, and narrative projects across digital and broadcast platforms.
- Designed UI layouts and digital experiences, applying UX principles to deliver clean, user-centered interfaces for web and application projects.
- Planned and executed social media and digital marketing campaigns, developing content strategy, creative assets, and performance-driven paid media for client brands.

EDUCATION

Bachelor of Fine Arts, Graphic Design / Visual Communications

University of Bridgeport — Bridgeport, CT

Professional Development

- Art Center College of Design — Brand Experience Design, Product Design, Law & Business for Designers
- Glendale Community College — Web Design, Web Animation
- Vistage Leadership Program

TOOLS & TECHNOLOGIES

Design & Production: Adobe Creative Suite (Photoshop, Illustrator, InDesign)

UX/UI & Web: Figma, Miro, Adobe XD, WordPress, WooCommerce

Motion & Video: Premiere Pro, After Effects, DaVinci Resolve, Audition

Presentations: PowerPoint, Keynote

Marketing & PM: Mailchimp, Hootsuite, Asana, Slack, Wrike, Airtable, MS Office Suite