

John Kalinowski

DESIGNER . CREATIVE . MARKETER

iamjohnnyoptimo.com

AWARDS

American Advertising Award- Three Lives
Best of Web Winner - DraftSharks
Best of Web Winner - AstraPouch
Best of Web Finalist - Norbut Renovations
Best of Web Winner - Dead Ringer
Webby Awards Finalist - Dead Ringer
Best of Web Winner - Child Care Council
Best of Web Finalist - Buckingham Properties

SKILLS

Adobe Creative Cloud
Graphic Design
Web & Mobile UX/UI
HTML/CSS
Wordpress
Google Analytics/SEO/Marketing
Copywriting
Photography/Retouching
Video / Motion Graphics
Illustration

EDUCATION

Monroe Community College - 2000
AAS Visual Communications Graphic Design
BOCES WE-MO-CO - 1998
Graphic Design

I'm an award-winning creative director/designer that believes in crafting user experiences through thoughtful strategy & execution, all with a marketer's mindset. My strengths are, but not limited to, brand identity, marketing collateral and Web UX/UI design. A self-starter and a team leader that enjoys doing amazing design work for great brands.

EXPERIENCE

Web & Graphic Designer Spoleta Construction
April 2024 - Current

Created visual identities and marketing materials for Spoleta and all its subsidiary rental property brands. Designed, maintain and manage all company related websites and assets.

Creative Director & Lead Designer UCO Media

July 2016 - April 2024

Crafted visual identities and enhanced user experiences for many companies including UCO itself. Through a blend of creative direction, brand development, graphic design, guerrilla marketing, and web development, I successfully delivered high-impact design solutions that drove our clients growth & success.

Creative Director/Senior Designer Phu Concepts

June 2014- May 2016

Spear-headed complete transformation of under-performing creative team. Assisted in developing a new creative philosophy, instilling enthusiasm and leading a major company rebrand. Established strong relationships with clients and lead creative team on all design work including, print collateral, web sites and brand identity.

Lead Designer Accelerate Media

April 2008- June 2014

Lead designer for all website/mobile layout, brand identity and print design. Internally and for clients. I was the creative horsepower behind most design projects. Participated in and drove all phases - from strategy to concept to execution. Worked closely with developers to complete the user experience. Created the brand identity currently being used by the company today.

Web & Graphic Designer Phu Concepts

April 2008- Dec 2010

Website design, logo design, branding, direct-mail & promotional materials.

Web & Graphic Pre-press Designer TSX SPORT

Feb 2006- Jan 2007

Design & layout for screen printing, embroidery & vinyl graphics

