



JOHN WOOD

GRAPHIC & WEB DESIGNER

// MY CONTACT

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- ✉ johnawood2@gmail.com

// MY EDUCATION

BS, Media Arts
AS, Graphic Design
Platt College-San Diego

Graphic Design Program
Sacramento State University

AA, Liberal Arts
American River College

// MY SKILLS

+ PROFESSIONAL

- CREATIVE
- INNOVATIVE
- TEAM WORK
- MARKETING
- DISCOVERY
- DESIGN
- DEVELOPMENT

// MY STORY

My "title" may say graphic & web designer, but I sometimes joke with colleagues that my "title" should be problem solver, because I enjoy growing my skills and knowledge in all aspects of life. If I have a problem in front of me and I do everything in my abilities to figure it out. My 10+ years of professional design experience have been primarily with small businesses in various multi-layer capacities. The very nature of each job required adapting my skills in some way. Through that experience I have become an expert at customer and co-worker relations, project management and implementing new technologies to maximize the resources that I have. I enjoy staying current with new developments in print and web design. My latest growth path is in Jamstack website development. The technology is intriguing and each new discovery fuels the next.

// MY JOURNEY

Graphic Designer & Front-End Web Developer // Thorium Design

June 2018-Present

I am part of a very small team of multi-talented designers and developers. My area of expertise on the team is in print design and graphics. I have led the efforts to develop logos for a VR gaming YouTube Channel and a mobile intravenous supplement service. My regular duties include maintaining the Wordpress sites for 10 clients on a bi-weekly basis. I also head up adding new functions and capabilities to the sites. Most recently, I have been learning new ways to automate some of our client's business operations to help simplify the technical side of their businesses. I have also been self-directed learning Jamstack development to expand my skill base and to have the ability to contribute more on the code side of website development.

- *Created detailed documentation of the website maintenance process for a government-policy, non-profit client.*
- *I created a duplicate of a client's Wordpress site in static HTML using Cloudflare Workers. The goal was to minimize monthly costs to the client without losing the look of the site.*

Freelance Graphic Designer & Web Developer // Red Rhino Media

December 2015-Present

I'm working with a local small business as their marketing and ecommerce service provider. My responsibilities have ranged from social media management to multi-channel distribution partner coordination. My main work includes ecommerce store management, new product development, and product administration, but I have also researched and implemented new ways to accelerate the sales process from time of purchase to shipping. I have also created documentation and graphics that have greatly reduced the amount of customer support calls and emails. One of my more exciting achievements was to get the client to be more willing to embrace Facebook and Instagram as viable means to quickly communicate with potential and current customers.

// MY SKILLS

+ TECHNICAL

ADOBE PHOTOSHOP
10+ Years

ADOBE ILLUSTRATOR
10+ Years

ADOBE INDESIGN
5 Years

WORDPRESS
3 Years

HTML/CSS
10+ Years

// ACHIEVEMENTS

Pluralsight.com // Graphic Design
Expert Status - 91st Percentile

Pluralsight.com // Illustrator
Expert Status - 96th Percentile


LinkedIn // Passed Assessments
Illustrator, CSS, Photoshop

// SOCIAL

 xjohnwoodx

 redrhinomedia

 xjohnawoodx

 xjohn29x

// MY CONTINUED JOURNEY

Media and Marketing Manager // GroupOne IT

January 2015-March 2015

Updated GroupOne's social media presence, which led to a 10% increase in Twitter followers in 1 week. I created landing pages in Wordpress for upcoming product offerings and brainstormed site design ideas for future business ventures. I produced focused graphics/documentation that illustrated IT-support processes for our support staff to distribute to clients. I also led the marketing for the company's then-new web design practice to its current clients.

Marketing Communications Manager // JLM Energy

October 2014-December 2014

Took on the task of planning, designing, producing and implementing a multimedia campaign for a then-in-development product line. The campaign included email, social media, cold-call marketing and direct mail components. I took over the overall maintenance and modification of the corporate website. My print design work included a revival of product information sheets to match current data and modern branding.

Communications Associate // Transportation Management & Design

December 2010-September 2014

My work included coordination, end-to-end preparation and production of proposals and reports for public transit scheduling and planning RFPs released by transit systems nationwide. I also did production work for outgoing print media including infographics and public outreach support materials. I was involved in the brainstorming, planning and developing of websites to support company project work. My biggest accomplishment was when I led the development of a corporate Wordpress intranet and worked with IT staff to implement security measures to ensure server security.

// REFERENCES

Jarrett Tilford

Owner

Thorium Design

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e. info@thoriumdesign.com

Steve Santucci

Owner

EZ Air Ride

t. 916-337-2231

e. steve@ezairride.com

Russ Chisholm

President/Founder

TMD, Inc.

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// INTERESTS



**Watching
Football**



**Road
Tripping**



**Watching
Movies**



**Learning
NUXT**



**Listening
To Music**



**Playing
Video Games**