

JOHN KALMAR

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EXPERIENCE

ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

VMLY&R | JAN. 2022 – PRESENT

SENIOR EXPERIENCE DESIGNER UI: MAR. 2020 – JAN. 2022

SENIOR ART DIRECTOR: NOV. 2019 – MAR. 2020

Lead a design team creating content for the FordPass and Lincoln Way apps.

- Oversee marketing screen creation for FordPass and Lincoln Way. Screens are used in brochures, how-to videos and digital executions for brand websites.
- Build owner site content pages, email communication and in-app messages to reach members and clients of the FordPass and Lincoln Way apps.
- Conceptualize social videos for both brands; curate and art direct brand imagery to be used for social channels, in-app messages and customer engagement.

SENIOR ART DIRECTOR

CAMPBELL EWALD | DEC. 2016 – NOV. 2019

ART DIRECTOR: FEB. 2014 – DEC. 2016

Art director and graphic designer working across digital, social, print and editorial.

- Build email and direct mail communication for OnStar CRM.
- Manage digital transition, create motion content and develop web pages for *Chevrolet New Roads* website.
- Lay out and program functionality for *Cadillac Magazine* tablet and mobile app.
- Create social posts for clients such as OnStar, Travelocity and Carfax.
- Art direct photoshoots for *Cadillac Magazine* and *Chevrolet New Roads* magazine.

GRAPHIC DESIGNER

AUTOMOBILE MAGAZINE | NOV. 2012 – FEB. 2014

Design editorial spreads and art direct photoshoots for the print and digital editions of *Automobile Magazine*.

DESIGNER

LOUISVILLE GANNETT DESIGN STUDIO | DEC. 2011 – NOV. 2012

Lay out news sections and create graphic openers for Gannett newspapers like the *Cincinnati Enquirer*, *Louisville Courier-Journal* and *Lansing State Journal*.

FREELANCE DESIGNER

THE AWESOME MITTEN | JULY 2012 – JAN. 2018

Create illustrations and brandmarks; design homepage graphics, web ads and digital marketing brochures for *AwesomeMitten.com*.

OVERVIEW

Visual storyteller and associate creative director specializing in experience design; graphic design and illustration; digital, social and editorial art direction and CRM. Avid street photographer. Dabbler in letterpress, screen printing and wedding invitations.

SKILLS

InDesign	Sketch
Photoshop	Figma
Illustrator	Photography
After Effects	Premier Pro

EDUCATION

MICHIGAN STATE UNIVERSITY

MAY 2011

Bachelor of Arts in Journalism

Design Specialization

Minor in Spanish

Honors College graduate

3.98 GPA

AWARDS + MORE

Forrester Certification:
Mastering Customer Experience

2017 Gold Pearl Award:
Best Mobile/Tablet, Cadillac Magazine

2011 Outstanding Senior Award
(*School of Journalism*)

2010 Mary Adelaide Gardner Scholarship