

# johnbarreira



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portfolio : [coroflot.com/JohnBarreira](http://coroflot.com/JohnBarreira) • [BarreiraDesigns.com](http://BarreiraDesigns.com)

Seasoned professional with over a decade of experience in design, executing effective brand messaging with out of the box concepts, while maintaining a fresh look. Being an effective listener, as it is a core belief, because that is where the design begins, with the client. One must adapt to overcome challenges, while leading by example and inspire everyone to give 100% and then give some more.

**Freelance Art Director/Designer Clearwater, FL 06/1997 - Present Art Director/Designer**  
clients include: Emirates American Football League, Analytic Stress, neurotrek (Thync), Scitechwireless, ezreconcile, Broadway Supercars and Florida Gulf TAP. Acquiring new business, via Elance/Upwork and word of mouth, establishing relationships with clients. Daily contact with clients, concept design to the finished deliverables, stay with-in budgets and deadlines. Highly rated designer on Elance/Upwork. Business/Corporate ID design, Logos, Business Cards, Flyers, Brochures, Sale Sheets, Web Sites and various Photoshop work (color correction and Image manipulation)

**RedPocket Mobile Las Vegas, NV 08/2018 - 10/2020 Contract Creative Designer**  
Contracted Graphic Designer with RedPocket Mobile, Brainstorm advertising design ideas, Packaging design concepts, construct mock-ups of designs collaborate with various Brands on design development and tailor final changes to projects, create and design various banners for multiple platforms as well as design pages for all partnering websites Redpocket.com, yourkarma.com, FreedomPop.com, UnRealMobile.

**PureAir Control Services Clearwater, FL 08/2015 - 10/2017 Creative Director**  
**PureAir Control Services Clearwater, FL 07/2014 - 08/2015 Creative Manager**  
Create and manage budget for daily operations in art/marketing department, responsible for all creative work including audience promotions and advertising. Oversee all print production, freelance graphic artists, and desktop, publishing. Assists with audience research and develop creative briefs and design concepts to meet business objectives. Responsible for recruiting and managing third party design firms as well as internal design resources. Redesigned brand/corporate identity for PUREAir, and the BRS division, White Sheets, Case Studies, All Trade show materials including but not limited to Booth design, pull up banners, brochures and business cards. Game plan with department leadership, initiate ideas, mock-ups and overall brand identity. Manage and design all email marketing campaigns, news letters, webinars. Raised open rates from 8% average to 16% along with raising (CTR) click through rates from 3% to 18%. Manage trade specific videos, from concept to completion, from story boarding, scripting, shooting and editing. Supervise and inspire the creative team of vendor partners; generate multiple concepts for campaigns and projects

**Catalina Marketing St. Petersburg, FL 09/2007 - 04/2009 (Contractor) Graphic Designer**  
Work closely with customer service and clients, on specific projects, responsible for all print production, determines need artwork and market specifications, worked within budgets. Design point of sale advertising for manufactures and retailers with focus on maintaining their identities and building brand awareness. Daily contact with Digital Asset Manager, management of all graphics. Graphic Designer on Target pilot, which deemed Catalina Creative Services an approved provider of creative services for Target, and Target-branded communications.

**Verizon Communications St. Petersburg, FL 04/2004 - 02/2005 (Contractor) Graphic Designer**  
Work with sales staff and customer service to provide effective advertising support and ad design; graphics composition and printing services regarding advertising needs and deadline requirements. Maintain design average along with 96% accurately /build average of 19 ads a day.

EXPERIENCE

Naval War College Newport, RI 06/2002 - 05/2003 (Contractor) Art Director

Responsible for the production of Naval War College publications, review, multiple syllabi Design brochures, invitations, and color correction and image enhancement. Direct and over see in-house designers as well as outsource work. prepare each publication for press. Proof all finished work including prepress, watercolors, match prints and printer Blue-lines, along with press checks.

PBM GRAPHICS RTP Durham, NC 10/2000 - 05/2002 (Contractor) Graphic Designer/Production

Design layouts, covers, consult with clients on projects. Prepare each job for press. Proof all finished work including pre-press, watercolors, match prints and printer blue-lines.

BASF AG Products/Manufacturing Raleigh, NC 06/1999 - 07/2000 (Contractor) Production Control Coordinator

Maintained files and archiving system for international packaging (30+ countries)(Domestic 50+ products) Responsible for coordinating and designing packaging Systems for new products including cartons and bottle label manuals. Compiles and organizes text and layout. Contact with vendors, monitoring progress of print jobs. Design and create miscellaneous advertising materials. Responsible for design and concept of a multi-label design, challenged to reduced production line work; cut labor costs by 60% with this design.

MHPG Inc. Whitinsville, MA 05/1997 - 06/1999 Graphic Designer

Design new concepts for existing Brands of such companies as Adidas, Fila, Puma, Lee, Vans and Wu Wear to incorporate with apparel while expanding brand awareness. Create multiple examples to expand and target specific customers in their respective demographic. Supply corporate executives new concepts/designs to be sold for advertising campaigns nationally and globally. Prepress and color separation for screen-printing.

Direct Buy Pinellas Largo, FL 02/2005 - 08/2007 Custom Kitchen Designer

Custom design kitchen layouts, strong focus on customer service with members, selecting color, style, design of cabinetry, coordinating cabinet selection with appliance, flooring, and educating members order installation process. Design and layout kitchens using 20/20 a CAD based software. On Site consulting, and design with members. Work off of architectural drawings (blue prints) on new home construction.

Proficient in both windows and mac environments

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat Pro, Dreamweaver, Adobe After Effects, Adobe Premiere, Adobe Bridge, QuarkXPress, MS Word, PowerPoint, Excel, Wordpress, HTML 5, CSS 3 (Learning UI/UX, SEO and Adobe Premiere Pro)

Seminole High School Academy of E-commerce, Internet Marketing & Law Board Advisor

Provide a continuous, systematic review of the programs, facilities and operations to the Academy, also providing the School Board and administrators with advice on matters important to the successful operation of the Digital Design program in the Academy.

University of South Florida, Tampa, FL, 08/2021 - Present

Major: UI/UX Design and Web Site Development

Computer Processing Institute, Cambridge, MA, 08/96 - 05/97

Major: Computer Graphics and Desktop Publishing

Community College of Rhode Island, Warwick, RI, 08/95 - 05/96

Major: Business Administration

