



JOHN MEADOWS

CREATIVE DIRECTION • ART DIRECTION • GRAPHIC DESIGN

Detail-oriented and results-driven art director/designer with experience in integrated advertising campaigns and brand development. Adept from concept creation to print production, delivering innovative, high-impact solutions for over seventy national brands and crafting compelling brand narratives through multichannel campaigns.

KEY SKILLS

- Art direction and graphic design
- Integrated advertising campaigns
- Direct mail (including dimensional)
- CRM and customer engagement
- Adobe Creative Suite
- Adobe InDesign
- Adobe XD
- Figma
- Video
- Branding
- Print design
- Multichannel marketing (Email, Social, Web)
- Experiential, event & trade show
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Sketch
- Keynote, Google Slides, and Microsoft PowerPoint

CLIENTS

Adobe, Alltel, American Airlines, Atlantis, Bank of America, Busch Gardens, Capital One, Chase, Citi, Dell, Direct Energy, DIRECTV, FCA, Jeep, Make-A-Wish, Mohegan Sun, Neighborly, Optimum, Peterbilt, Pizza Hut, PNC Bank, Popeyes, Porsche, Provista, Reliant, San Diego Zoo, SeaWorld, Sony PlayStation, Terminix, Texas Capital Bank, TriHealth, Thryv, VHA/Vizient, Vonage

EXPERIENCE

Senior Art Director, Razorfish (2024-)

- Designed and facilitated ongoing CRM campaigns for DIRECTV, ensuring consistent customer engagement to increase customer retention
- Developed creative television concepts for Reliant pushing the creative status quo

Senior Art Director, Hawkeye (2003-2023)

Concepted and created integrated advertising campaigns including direct mail, CRM, website, email, social, promotions and experiential. Clients included PNC, Capital One, Popeyes, Alltel, Make-A-Wish, Optimum Lightpath among others.

- Created booth design and floor plan for major industry events, like a VHA trade show event hosted in the Bellagio in Las Vegas
- Led art direction on multiple PNC, Optimum Lightpath, and Alltel direct mail campaigns, improving consumer and business-to-business engagement
- Created innovative high-impact direct mail for PNC, Capital One, Bank of America, Sony PlayStation, Adobe, Jeep, Optimum Lightpath, Thryv, Alltel, and Vizient
- Recognized by Structural Graphics and Fold Factory on their YouTube channels for outstanding direct mail designs
- Designed record-breaking fundraising campaigns for San Diego Zoo and Make-A-Wish
- Launched and designed new branding for Provista including stop-motion video
- Designed brand guideline systems for VHA, Provista and Thryv
- Developed initial character design for Thryv's launch campaign, featured across TV, digital, email and direct mail; campaign generated such high engagement it was concluded ahead of schedule due to overwhelming response
- Designed CRM email template system for Popeyes, as well as facilitated ongoing CRM for both Popeyes and DIRECTV
- Designed event marketing and lead generation direct mail packages for Capital One

EDUCATION

Bachelor of Fine Arts in Graphic Design from Louisiana State University

