

JOHN MCGEE

art director

contact

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 516.658.3345

about me

 [linkedin.com/in/john-logan-mcgee](https://www.linkedin.com/in/john-logan-mcgee)

 [instagram.com/thejohnlogan](https://www.instagram.com/thejohnlogan)

skills

- Brand Identity/Brand Development
- Advertising
- Photo shoot/Art Direction
- Collateral
- TV/Video
- Interactive Design
- Creative Strategy
- Social Media
- Trade-Show/In-Store Signage/
Product Display
- Adobe Creative Suite

awards

- 2015 Silver Award: Print Campaign
Categories—Graphis Business to Business
- 2015 Gold Award: Integrated Campaign—
Graphis Promotional/Branding
- 2015 Gold Award: Promotional—Graphis
Sales Kit/Folder

education

FASHION INSTITUTE OF TECHNOLOGY/NYC

2004-2007

BFA Advertising /Graphic Design

experience

ASSOCIATE CREATIVE DIRECTOR @360i

2021-CURRENT

- Creative lead on three brands of the Social Content Lab @ 360i
- Conceptual lead on all social media monthly content and priority shows
- Oversight of eight team members including copywriters and art directors
- Developed design of priority shows and monthly content
- Created the new brand identity for Bravo and SYFY Channel's social media

Clients: BravoTV, SYFY Channel, Kroger

SENIOR ART DIRECTOR @ THE FOOD GROUP, NY/LA

2014-2020

- Conceptual partner with copywriter working throughout multiple brand campaigns and media in the foodservice industry
- Developed brand identity and established comprehensive brand guidelines
- Directed campaign photo shoots and promotional videos
- Concepted and executed Tabasco refreshed brand identity, from print ads and web banners to collateral materials

Clients: Tabasco, Dannon, Perdue, Kraft, Norwegian Seafood, Marie's, Tampa Maid, Mondelez, OREO

SENIOR ART DIRECTOR @ HAVAS WORLDWIDE STRATFARM, NY

2012-2014

- Partnered with copywriter and worked throughout multiple brand campaigns and media on a variety of clients
- Oversaw communication with PR agency and spearheaded collaborative projects with local artists and lifestyle bloggers
- Led and executed creative development across corporate identity, marketing materials, catalogs, e-commerce website, advertising, social media, in-store graphics, signage, packaging, product displays, and trade show graphics

Clients: AT&T, Mission Gratitude, Mead Johnson, Johns Hopkins

ART DIRECTOR @ HILL HOLLIDAY, NY

2007-2012

- Oversaw all aspects of pre/post production on print ads and weekly flyers, story displays and point of purchase signage. Supervised and delegated tasks to a team of designers and jr. art directors
- Developed and created print, OOH and POS work for Verizon
- Worked on new business pitches

Clients: Verizon Wireless, USTA, Famous Footwear, Denny's

FREELANCE ART DIRECTOR @ THE HALO GROUP, NY

2007

- Concepted with a senior copywriter on various projects: catalogues, print ads, brochures, posters, web banners and microsites

Clients: St. George's University, Med/Vet Summer Academy, Guy Carpenter, PlanIt Now, Knicks City Dancers