

JOHN WALKER

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A creative director with more than 15 years experience creating award-winning designs for some of America's most respected weekly magazines. Strong team leader with a can-do attitude and lead-by-example management style. Successfully directed development teams in creating a website and other digital prototypes. Strongly committed to developing the confluence of good design and great user experience. In-depth knowledge of InDesign, Photoshop, Illustrator, Acrobat, with a working knowledge of Dreamweaver, Flash, Fireworks, CSS, HTML. Familiar with Javascript, Actionscript and browser-compatibility issues.

TV GUIDE MAGAZINE BRAND

3/04-12/09

As **Creative Director**, I worked closely with the Editor in Chief to reconceptualize and relaunch an iconic American brand, successfully turning a utility-based digest into a full-sized, entertainment-based magazine. TV Guide received several awards for design, including one for the relaunch. I also designed and implemented the launch of tvguidemagazine.com in Spring 2009. I lead the development team to continue building out the site as under strict budget constraints. I also prototyped a variety of other digital products, from iPhone apps to interactive newsletters, and customized our social media presence to reflect the brand. Other responsibilities included:

- Strategizing closely with editors on changing editorial direction and attracting a new readership
- Critically evaluating and improving the magazine and website editorial
- Leading design and production teams to produce a timely, high quality magazine
- Supervising developers to continually update the website
- Partnering with photo editors to conceptualize and art-direct photo shoots, leading to a more sophisticated level of imagery
- Managing art and production departments in two locations to consistently meet daily deadlines
- Overseeing creation and maintenance of templates for both print and online
- Working with the marketing department on marketing initiatives and approving promotional materials

ENTERTAINMENT WEEKLY

2/97-1/04

As the **Art Director** working under the Creative Director, I fulfilled many key roles. I was responsible for redesigning the entire magazine in my final year, along with covering the Design Director's maternity leave, which spanned 12 issues. I co-managed an art department of nine designers and various freelancers. My work at the magazine won many awards for design and illustration commission, and the magazine was cited as one of the ten best-designed magazines in the country.

Other responsibilities included:

- Maintaining strict quality control over the magazine's overall graphics: approving designers' layouts, overseeing illustration assignments to top talent, managing page production, correcting and approving color separations
- Designing entire special issues, individual features and covers
- Brainstorming with editors on editorial and design concepts

FREELANCE CLIENTS

9/95-1/97 Various, including the New York Times Magazine (where I assisted in designing and overseeing production of many award-winning special issues); People (where I art directed the 30th Anniversary issue); House & Garden; InStyle

AWARDS

Society of Publication Designers: citations for the relaunch of TV Guide and for cover designs. Entertainment Weekly was named one of the ten best-designed magazines in the country numerous times; many silver and merit awards for entire issues, story and spread designs, and illustration assignments. Numerous honors from American Illustration, Society of Illustrators, Communication Arts, Print.

MY WEBSITES

www.walkerdesigner.com (*full site*) www.walkerdesign.wordpress.com (*mobile site, iPhone-optimized*)

EDUCATION

Bachelor of Arts in Comparative Literature, University of California at Santa Cruz

REFERENCES

Available upon request