

JOHN KITSSES

DESIGN | MOTION | DIRECTION

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SUMMARY

Designer with extensive experience in video, digital, and print. Inspired creative thinker with a wide range of skills and a deep understanding of branding and sponsorship. Practical and proactive in production, delivering critical high-value assets on schedule and within budget. Positive and helpful coworker who communicates well, and a valuable manager and mentor to creative juniors.

WORK EXPERIENCE

Roman Health Ventures (Ro), New York, NY

2021–2022 – Senior Brand Designer

- ◆ Created top performing TikTok and Instagram video ads from user generated content for paid social promotions.
- ◆ Set up an in-house photo studio, hiring and managing junior designers and requisitioning equipment.
- ◆ Created 3D Models and animations of consumer goods and pharmaceutical products.
- ◆ Designed high-profile consumer-facing landing pages for healthcare and pharmaceutical products.
- ◆ Created cobranded campaign assets for Major League Baseball.

JW Media (Olympia Productions), New York, NY

2020–2021 – Creative Director

- ◆ Led the creative direction of the OlympiaTV OTT platform: UI, branding, and video graphics. Oversaw 2020 pay-per-view launch.
- ◆ Redesigned logo and branding for the Olympia Fitness and Performance Weekend, distributing country-specific assets globally.
- ◆ Streamlined graphic production on critical deadlines.
- ◆ Created on-air video, graphic package, and motion graphics.

American Media Inc., New York, NY

2010–2020 – Creative Director

- ◆ Produced integrated creative assets for sponsored content campaigns in the lifestyle, health and fitness, and celebrity markets.
- ◆ Helped conceive and produce a video program, 'Lifter's Guide,' for GNC, earning \$100K, 800K social views, and over 3K shares.
- ◆ Streamlined high-paced production of broadcast spots, online, and print promotions for magazines including *Men's Journal*, *Muscle & Fitness*, *OK!*, *Star*, and *Playboy*.
- ◆ Served as a key hire from *Playboy* magazine to integrate their marketing and sales programs at American Media during acquisition.

Playboy Enterprises Inc., New York, NY

2005–2009 – Promotion Art Director

- ◆ Optimized the workflow of Marketing Art Department production services for marketing, sales, and intra-departmental requests.
- ◆ Took a lead role in renovating and rebuilding the art department and increased staff, equipment, capability, and workflow.
- ◆ Led art direction for three \$1M sponsored Super Bowl parties, art directing web, video, print, email campaigns, and décor video.
- ◆ As manager, interviewed, hired, and retained top freelance design talent.

Wunderman, New York, NY

2004–2005 – Art Director, freelance

- ◆ Art direction for the Microsoft TechEd 2005 website and direct marketing print components.
- ◆ Established style guidelines and created graphics, animations, photo treatments, and banner ads, meeting urgent deadlines.

Scholastic Inc., New York, NY

2000–2004 – Animator, freelance

- ◆ Brought characters to life in After Effects animations for multiple titles in the award-winning 'I-Spy' children's CD-ROM line.
- ◆ Conceived and made critical elements for five best-selling releases, animating puzzles and character interactions with voiceover.

SKILLS

Advertising, Promotion, Creative Direction, Art Direction, Digital Design, Ideation, Production, Motion Graphics, 3D Modeling, Animation, OTT Streaming, Photography, Photo Retouching, Print Design, OTT Streaming Video, Storyboarding, UX / UI, Marketing, Management

SOFTWARE

After Effects, Cinema 4D, Blender, Premiere, Photoshop, Illustrator, InDesign, Figma, HTML, CSS

EDUCATION

B.A. in Art and Art History, Rice University, Houston, TX