

# JOHN KITSES

DESIGN | MOTION | DIRECTION

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Portfolio: [www.kitses.com](http://www.kitses.com)

## SUMMARY

Hands-on design director with an inspired and intuitive understanding of branding and sponsorship. Offering a wide range of skills and creative production experience in video, digital, and print. Practical and proactive in production, delivering critical high-value assets on schedule and within budget. Positive, helpful coworker who communicates well, and a valuable team leader and mentor to creative juniors.

## WORK EXPERIENCE

### **MRM for Health, Princeton, NJ**

2023–Present – Senior Product Designer, freelance

- Redesigns HCP and consumer pharma websites for Xarelto, Voquezna, Centrum Menopause Support, and other drugs.
- Builds design systems and Figma libraries of UI elements, typography styles, page layouts and prototypes.
- Presents designs to clients and internally on a regular basis. Participates in pitch projects for new business.

### **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 production of broadcast spots, and online and print promotions for Men's Journal, Muscle & Fitness, OK!, Star, and Playboy.
- Served as a key hire from Playboy magazine to integrate their marketing and sales programs into 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, DAM, Synology, PhotoShelter, Airtable, Asana

## SOFTWARE

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

## EDUCATION

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