

John McGee

Art Director

Portfolio

 john-mcgee.com

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About Me

[linkedin.com](https://www.linkedin.com)

Skills

Leadership & Strategy:

- Brand Identity
- Campaign Development
- Creative Strategy
- Team Leadership

Creative Execution:

- Art Direction
- Photo & Video Production
- OOH
- Experiential

Digital & Tools:

- Adobe Creative Suite
- Social/Digital Marketing
- Motion Design

Awards

- **2024 Silver Award: Global ACE Awards** – Sales Enablement
- **2015 Silver Award: Graphis Business to Business** – Print Campaign
- **2015 Gold Award: Graphis Promotional/Branding** – Integrated
- **2015 Gold Award: Graphis Sales Kit/Folder** – Promotional

Education

Fashion Institute of Technology/NYC
BFA Advertising Design

Professional Summary

Award-winning Senior Art Director with 12+ years shaping global brand identities and uniting strategy with bold visual storytelling. Proven record of driving double-digit engagement growth, spearheading high-impact rebrands, and building cross-disciplinary teams that deliver work connecting culture with commerce. Adept in integrating AI-assisted concepting, data-driven creative optimization, and next-gen design systems across digital, social, and experiential platforms.

Key Results Snapshot

- Delivered 40%+ YOY engagement growth and 20% lift in sales across global campaigns.
- Directed 8-person cross-functional teams creating multi-platform content ecosystems.
- Winner of 4+ international awards (Graphis, ACE, Global Business to Business).
- Boosted client follower growth by 12% in one year via storytelling-driven social strategy.
- Led rebrands for T-Mobile, Tabasco, and Perdue, achieving measurable perception shifts.

Experience

Senior Art Director @DENTSU

2023-2025

- Directed a cross-disciplinary team of 8 in creating platform-first content strategies for BravoTV, SYFY, and T-Mobile.
- Pioneered new creative formats that boosted engagement 40% year-over-year and set benchmarks adopted network-wide.

Clients: McCain, Subway, T-Mobile, Protective Insurance, Grainger, Santander

Senior Art Director @360i

2021-2023

- Managed a team of 8 creatives, overseeing social content strategy and execution for leading brands.
- Designed and launched viral social campaigns, increasing engagement by 40% and follower growth by 12% in one year.
- Elevated brand presence for Kroger and SYFY through bold storytelling and interactive campaigns.

Clients: BravoTV, SYFY Channel, Kroger

Senior Art Director @ The Food Group

2017-2021

- Spearheaded the global rebrand of Tabasco's B2B identity, leading to a full refresh across print and web.
- Reimagined Perdue's B2B identity, contributing to a 20% increase in sales.
- Directed campaign shoots, promotional videos, and visual assets, ensuring consistent brand messaging and execution.

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

Senior Art Director @ Havas Worldwide Stratfarm

2014-2017

- Created new refreshed collateral for AT&T's Plus Program, bringing in 10% more sign-ups throughout two years
- Managed 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: Emblem Health, AT&T, Johns Hopkins