

JOHN RIZZO

CREATIVE STRATEGIST DESIGNER



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EXPERIENCE

2015 to PRESENT
Covington

TiER1 Performance Solutions » Creative Strategist, Director of Creative Services

Medium sized consulting firm focused on helping improve the performance of organizations by improving the performance of their people. Work to help clients build happier, healthier, more educated employees through a blend of creative, engaging, and compelling solutions including e-learning, infographics, video, interactive experiences, prototyping, and solution branding. Also function as a Director of Creative Services for TiER1, as a career advisor, and actively participate in recruiting.

2004 to 2015
Cincinnati

POSSIBLE » Senior Art Director

Leading digital agency specializing in relationship marketing. Work in a collaborative team environment in print and online media. Manage multiple accounts and designers while assisting in talent recruitment. Concept, design, and art direct responsive and standard websites, banner ads, emails, social channels, integrated campaigns and printed materials. Manage and direct all photography and image editing.

2003
Cincinnati

FS Creations » Co-op

Small e-learning firm. Assisted with the design and implementation of website graphics and site updates.

2003
San Francisco

Walmart.com » Co-op

Large retail website. Assisted with the design and production of site graphics including emails, banner ads, and site updates.

2002
Kansas City

D3, Inc. » Co-op

Small design firm. Assisted with the design and implementation of printed materials and websites. Coordinated projects between clients and vendors while supervising press checks.

2001
Erlanger

Exhibitgroup/Giltspur » Co-op

Large exhibit design firm. Assisted with exhibit graphics, design, implementation, and inventory on a daily basis.

EDUCATION

2004
Cincinnati

University of Cincinnati » BS in Graphic Design

College of Design, Architecture, Art and Planning (DAAP)

Participated in the Professional Practice Program, alternating quarters of study with work in the field of graphic design.

AWARDS

Multiple awards including: ADDY Awards, Effie Awards, IAC Awards, Medical Marketing & Media Awards, Team P&G Award, The Rx Club Show Awards, The WebAward Competition

»» PROFICIENT IN: Acrobat Professional, Illustrator, InDesign, Photoshop, PowerPoint, Word, Balsamiq, Axure RP

» KNOWLEDGEABLE OF: Keynote, Lightroom, XD