



**John Puchalski**  
Graphic Artist / Art Director  
Laguna Hills, CA 92653

**email:** jwpuchalski@hotmail.com    **website:** www.johnpuchalski.com

**CAREER PATH** (latest > earliest)

Free-Lance Designer > Senior Graphic Designer > Art Director > Graphic Designer > Instructor > Free-Lance Illustrator

**SKILLS**

**Digital:** Mac OSX Platform - Photoshop, InDesign, Illustrator, Acrobat  
**Traditional:** Layout & Design, Photography Art Direction, Drawing, Illustration

**WORK HABITS**

- dependably show up on time • work in a timely, efficient and cost-effective manner
- provide creative, accurate and practical visual solutions for the needs of the project
- stay flexible to changes in objectives • be reliable that deadlines are consistently met
- become calmer and more focused when the pressure builds • play well with others

**TESTIMONIALS**

“John is an outstanding art director and a gifted graphic designer. His capacity to stay calm under pressure and manage the buyers, photographer, warehouse and senior management while creating exceptionally beautiful layouts for the catalogs we produced set him apart. John is an exceptional professional and Logomark is richer for having him on the team.”

**Leon Lazarus - Former Creative Director at Logomark Inc.**

“John has that rare ability to take words and turn them into feelings by appealing to the human sense of sight. He amazed me with this gift time after time. John always delivered on time regardless of the pressure and short cycle schedules I dictated. John was proficient in Adobe Creative Suite applications and learned new tools I threw his way without effort. John put his heart into his work. Bottom line: John is a gifted visual artist that can deliver under pressure on time. It doesn't get much better than that.”

**Kelly Blachford - Former West Coast Marketing Director, The Home Depot**

**WORK EXPERIENCE**



**Sage Hill Design** (Free-Lance Designer) 2012-present

- poster design • photo retouching
- layout design and production • logo design • photography art direction



**Logomark Inc.** (Promotional Products Supplier) 2003-2012 - Senior Graphic Designer/Interim Dept. Manager

- concept, layout design and production for product catalogs, advertising and posters
- photo retouching • logo design • photography art direction



**Home Depot West Coast Advertising** 1999-2002 - Graphic Artist/Art Director

- concept, layout design and production for product catalogs, decor tabs, direct mail
- photo retouching • photography art direction (table top, people, room sets, location)
- worked “within the box”, but made the box bigger



**Gucci Timepieces** 1992-1999 - Graphic Artist/Art Director

- concept, layout design and production for product catalogs, sales collateral, visual displays, national magazine and billboard advertising, multi-language brochures, direct mail
- photo retouching • photography art direction • press checks



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## **COST-TIME-ENERGY SAVING IDEAS**

- Created a workflow chart that highlighted task responsibilities to be completed by all parties (both within and outside the department) in order to achieve accountability and reach the objectives on time.\*
- Added a wall rail system to hang in-progress catalog sections to view flow and various completion stages.
- Suggested to overprint quantities of the catalog's opening product section to create a stand alone vehicle with it's own cover (saved printing costs and turnaround time).
- When faced with multiple colors of the same product, suggested to shoot, clean, clip, and correct one color of the product (usually red), then change the red to the other colors in the color correction stage, then rename the digital file to the correct color code (streamlined and saved photography, cleaning, clipping and color correction turnaround time and costs).
- Suggested to print and dome logos of sales name badges in-house instead of using and paying an outside vendor.

## **EDUCATION**

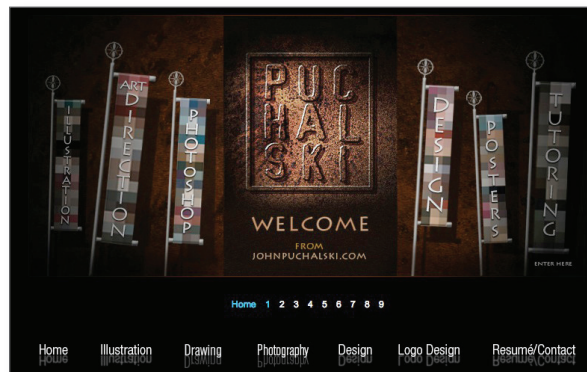
- Bachelor of Arts, Illustration/Graphic Design, California State University, Fullerton
- Experience - 20 years of graphic design/art direction, 15 years of free-lance illustration, many diverse job cultures and environments, learned a lot about what to do, how to do it better and sometimes, more importantly, what not to do.

## **NOTATIONS**

- Taught Special Studies in Illustration class at Cal State Fullerton
- Exhibited in LA Society of Illustrators West and New York Society of Illustrators
- Awarded Certificate of Excellence Strathmore Gallery
- Exhibited in CSUF Alumni Show
- Exhibited in City of Irvine All Media Show

## **PERSONAL**

- Hobbies: Golf, Hiking and Photography
- Climbed Mt. Fuji, twice



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\*Please email me if you'd like a simplified version copy of this work flow chart.