

# Jacqueline John

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**SUMMARY** Accomplished Creative Director with 15 years experience imbuing excellence in strategic direction and fresh vision to nationally recognized lifestyle and retail brands. Skilled at creating immersive experiences through engaging design, photography and copy, producing real results in traditional and digital realms. Shape and drive brand ingenuity while promoting a positive model for leadership, collaboration and partnership.

## Areas of Expertise:

- Art Direction
- Thought Leadership
- Printing & Procurement
- Brand Strategy & Voice
- Photography
- Budgeting
- Team Building/Leadership
- Quality Assurance
- Project Management

## PROFESSIONAL HIGHLIGHTS

- Pitched and prevailed upon executive level leadership rebrands of entrenched brands, such as Chambers (now Williams-Sonoma Home) and Lamps Plus, with demonstrated ROI
- Propelled Lamps Plus photography assets forward eons via investment in updated equipment, optimal talent and most recently, introduction of a comprehensive video program
- Implemented cloud-based project management software, with added advantage of a color managed environment, resulting in efficiencies in approvals as well as resource savings
- MAC Proficient with Adobe CS, Microsoft Office, HTML, CSS, Salesforce, Basecamp

## EXPERIENCE **Visual Design Director** **LAMPS PLUS**, 2011 - Present

**LOS ANGELES**

Reporting to Founder/CEO of Nation's largest family-owned lighting retailer, spearhead content creation of all visual assets, marketing messages and strategic concepts to advance customer experience and business objectives across web, store, catalog, packaging and advertising media. Lead, inspire and constantly develop team of 28, including designers, photographers, producers, videographers, stylists, retouching artists, editors, and copywriters.

- Reset quality expectations to vault this 40 year old "start up" to current design and imaging standards, winning a fourth consecutive year ranked as a top 10 housewares and home furnishings retailer by Internet Retailer Magazine
- Brought retouching and pre-press in house while also establishing creative, production and imaging "empire" with international, 24/7 workflow, vastly expediting product to market visibility
- Pitch and present media campaigns to company owners and top level stakeholders in merchandising, marketing and PR, and assure cross channel implementation
- Responsible for creation, application, and evolution of style guides, templates and ensure brand standards are not compromised
- Compile Look Book and catalog, while overseeing 100% of image content used throughout company and subsidiaries. Set seasonal palette, set fabrication, styling, photo direction
- Manage and allocate resources: budgets, workloads, schedules and project deadlines, and optimize processes to improve efficiency and quality

## **Creative Consultant** **JCJ CONSULTING**, 2007 - 2011

**SAN FRANCISCO**

Clients including Williams-Sonoma Home, Williams-Sonoma "Cooks", Restoration Hardware, Chefs, Linen Source, Roost, Lemnis Lighting

- As Production Director, implemented best industry practices: workflow efficiencies, latest technology acquisition, digital asset management, enhanced pre press, color separations and print supervision, Requests for Pricing (RFPs)
- As Creative Director, defined and strengthened brand image: concept-to-completion direction of creative process: design, voice of copy, photo production and art direction

## **WILLIAMS SONOMA, 1999 – 2007**

**SAN FRANCISCO**

### **Director, Creative Services**

**WILLIAMS-SONOMA HOME, 2004 - 2007**

Directed overall creative identity for this premium brand, assuring cohesive branding and design across catalog, e-commerce, packaging and advertising collateral.

- Spearheaded WSH brand creation by partnering with VP of Merchandising, defining design parameters and business plan, and pitching executive level leaders
- Implemented efficiencies to grow WSH to a profitable brand, seeing 70% net revenue increase over 3 years through reduced advertising cost and improved contracts
- Pioneered creative liaisons and vendor relationships, revolutionizing long-standing protocols

### **Manager, Creative Services**

**POTTERY BARN KIDS, 2002–2004**

Directed all creative marketing of multi-channel brand in catalog, e-commerce and retail, cultivating synergy for this fastest-growing concept under Williams-Sonoma umbrella.

- Galvanized cross-departmental collaboration and communication to heighten strategic vision
- Successfully orchestrated complexities of multi-team productions shooting simultaneously on opposite coasts
- Cultivated and mentored team of 8 direct reports and extensive freelance team by promoting positive, motivated individuals with demonstrated potential to energize the business
- Managed annual creative budget reducing overall advertising cost 11%, nearly doubling per annum productivity

### **Manager, Creative Services**

**CHAMBERS, 1999–2002**

Developed Chambers, a luxury, boutique Williams-Sonoma brand, towards flagship Williams-Sonoma Home brand through redesign, increased productivity and profitability.

- Completed major catalog/package redesign while keeping advertising costs flat
- Transitioned brand to integrate web and direct e-mail campaigns

## **Photo Editor**

**TIME PUBLISHING VENTURES, INC.**

**SUNSET MAGAZINE, 1996–1999**

Conceptualized photography, illustration and page design to graphically define editorial content of this Western Living lifestyle magazine, a national periodical with monthly distribution of over 1.5M.

**MENLO PARK**

## **Photo Liaison**

**THE CONDÉ NAST PUBLICATIONS, INC.**

**BON APPETIT MAGAZINE, 1993–1996**

Concepted, awarded, produced, budgeted and edited all photography for this monthly food and lifestyle magazine with an international circulation of over 1M.

**LOS ANGELES**

## **EDUCATION**

Bay Area Video Coalition, Web Design, Certificate Program, San Francisco, CA  
Brooks Institute of Photography, courses towards MFA, Santa Barbara, CA  
University of California, Davis, CA - BA, International Relations  
Università degli Studi di Padova, Education Abroad Program, Veneto, Italy

## **PROFESSIONAL AFFILIATIONS**

Taproot, Account Director:

- Annual Report Service Grant - Project Angel Food, January '15
  - Website Redesign Service Grant - Brava Theater Center, December '11
  - Annual Report Service Grant - Junior State of America, April '11
- Architecture for Humanity, "Design Like You Give a Damn II," Photo Editor for compendium of innovative architectural and design projects improving lives worldwide. Released Fall '11  
Exceptional Women in Publishing [EWIP], Board Member '09-'12. EWIP is dedicated to developing leadership skills of women in publishing industries