

John McCormack

Creative Director • Art Director • Brand & Experience Design

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I help organizations turn complex ideas into clear, compelling visual systems that drive engagement and business results.

With a background spanning global brands in telecommunications, healthcare, and packaging, I bring a mix of creative leadership and hands-on execution across digital, experiential, and integrated campaigns. My work is grounded in clarity, consistency, and impact, ensuring every touchpoint supports both the brand and the business.

At Pactiv Evergreen, I led creative strategy and execution for a multi-billion-dollar organization, delivering national campaigns, trade show environments, and digital initiatives. I partnered closely with marketing and executive leadership, directed photo and video production, and helped modernize the brand's visual identity across multiple business units, improving consistency, efficiency, and speed-to-market.

Throughout my career, I've worked at the intersection of strategy and execution, whether leading rebranding initiatives, developing scalable design systems, or translating complex technical concepts into accessible visual communication. I'm comfortable guiding teams, collaborating cross-functionally, and stepping in hands-on to bring ideas to life when needed.

I'm excited about the opportunity to contribute to your team and help elevate your brand through thoughtful, high-impact creative. I'd welcome the opportunity to connect and discuss how I can contribute to your team.

Best regards,

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