

John McCormack

Creative Director • Art Director • Brand & Experience Design

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Creative leader specializing in brand, digital, and experiential design for B2B and global organizations. Known for turning complex ideas into clear, high-impact visual systems across campaigns, environments, and digital platforms. Combines strategic thinking with hands-on execution to drive engagement, consistency, and business results.

Professional Experience

Zenga Consulting • Creative Director • 2024 – Present

- Lead brand strategy and creative execution for clients across tech, healthcare, park districts, SaaS, and emerging industries
- Direct cross-channel initiatives including websites, presentations, video, and social media
- Advise founders and leadership teams on brand positioning, messaging clarity, and go-to-market strategy
- Develop scalable brand systems that support growth, investor confidence, and customer engagement

Pactiv Evergreen • Web & Graphics Manager • 2016 – 2024

- Led creative strategy & execution for a multi-billion-dollar global packaging brand across print, digital, & environmental platforms
- Directed national marketing campaigns, trade show environments, sales enablement tools, and digital media
- Managed end-to-end photo and video production, coordinating agencies, vendors, and internal stakeholders
- Revitalized brand identity across multiple business units, improving consistency and market presence
- Partnered with marketing, product, and executive teams to align creative with business objectives
- Improved workflows and asset management, increasing efficiency and reducing turnaround time by 30%

DasanZhone Technologies • Art Director • 2010 – 2016

- Led global creative direction while remaining hands-on across digital and print design
- Directed corporate rebranding initiatives to strengthen brand recognition and sales effectiveness
- Designed websites, product microsites, event branding, and digital campaigns
- Created visual assets including brochures, infographics, animated technical diagrams, and explainer videos
- Collaborated with engineering and product teams to translate complex technologies into clear visual communication

UTStarcom Telecommunications • Art Director • 2005 – 2009

- Managed global branding and marketing communications during a key growth phase
- Delivered cohesive creative for product launches, trade shows, and partner events
- Produced multi-language campaigns, brochures, and environmental graphics
- Ensured brand consistency across regions, channels, and vendor partners

AstraZeneca Pharmaceuticals • Art Director • 1999 – 2004

- Developed marketing and patient education materials within a highly regulated pharmaceutical environment
- Partnered with copywriters, marketing teams, and medical/legal reviewers to ensure compliance
- Elevated visual standards while maintaining strict regulatory guidelines
- Streamlined creative workflows, improving turnaround time and stakeholder satisfaction

Core Skills

Creative Direction, Art Direction, Brand Identity, UI/UX Design, Responsive Web Design, Digital Marketing, Campaign Development, Video & Motion Graphics, Trade Show & Environmental Design, Sales Enablement, Stakeholder Management, Cross-Functional Leadership, Vendor Management, Agile Workflows

Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Sketch, HTML/CSS, Content Management Systems (CMS), AI-Assisted Creative Tools, Microsoft Office

Education

Columbia College Chicago • Bachelor of Arts, Graphic Design