

John McCormack

Creative Director | Brand Systems & Experience Design Leader

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Creative Director specializing in building and scaling brand systems, integrated campaigns, and digital experiences for B2B and global organizations. Known for translating complex business challenges into clear, high-impact creative that drives engagement, strengthens brand consistency, and supports measurable marketing outcomes.

Combines strategic leadership with hands-on execution, partnering with cross-functional teams to deliver cohesive brand experiences across digital, print, and experiential channels.

Professional Experience

Zenga Consulting - Creative Director - 2024 - Present

- Lead brand strategy and creative execution across industries, delivering integrated multi-channel campaigns
- Direct cross-channel creative across digital, experiential, and campaign-driven marketing efforts
- Develop scalable brand systems that improve clarity, consistency, and marketing effectiveness
- Advise stakeholders on brand evolution, messaging, and creative direction to support growth and differentiation

Pactiv Evergreen - Web & Graphics Manager (Creative Lead) - 2016 - 2024

- Led creative strategy for a global packaging brand across integrated print, digital, and experiential channels
- Directed 40+ national campaigns, trade shows, and sales enablement programs supporting multiple business units
- Led brand modernization across business units, improving visual consistency and market presence
- Managed end-to-end photo and video production, coordinating internal teams, agencies, and vendors
- Partnered with marketing, product, and leadership to align creative with business goals and accelerate speed-to-market
- Improved workflows and asset management, reducing turnaround time by 30%

DasanZhone Technologies - Art Director - 2010 - 2016

- Led global creative direction while remaining hands-on across digital, print, and motion design
- Directed corporate rebranding initiatives to strengthen brand recognition and support sales effectiveness
- Designed websites, product microsites, and campaign assets supporting global product launches
- Created visual communication systems, including infographics and animated content, to simplify complex technologies
- Collaborated with engineering and product teams to align technical messaging with marketing and brand strategy

UTStarcom Telecommunications - Art Director - 2005 - 2009

- Managed global branding and marketing communications during a period of international growth
- Delivered integrated creative for product launches, trade shows, and partner marketing initiatives
- Produced multi-language campaigns and marketing materials across global markets
- 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 marketing, copy, and medical/legal teams to ensure compliance and accuracy
- Elevated visual standards while maintaining strict regulatory guidelines
- Streamlined creative workflows to improve efficiency and project delivery

Core Skills

Creative Leadership – Creative Direction • Art Direction • Brand Strategy

Brand & Experience – Brand Identity • Campaign Development • Trade Show & Environmental Design

Digital & Content – UI/UX • Digital Marketing • Video & Motion Graphics

Collaboration & Operations – Stakeholder Management • Cross-Functional Leadership • Vendor Management • Agile Workflows

Tools

Design & Production - Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

Digital & Web - Figma • Sketch • HTML/CSS • CMS Platforms

Tools & Platforms - AI-Assisted Creative Tools • CRM & Email Marketing Platforms

Education

Columbia College Chicago, Bachelor of Arts, Graphic Design