

John Escher

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503.926.3822

Seattle, WA

Key Qualifications:

- Expert multidisciplinary creative leader with proven results in agency, in-house, and ecommerce.
- Adept at art direction, visual design, and UX design across digital, print, and retail channels.
- Creative director and team leader with excellent project management and communication skills.

Experience:

2013–current

Eddie Bauer

Senior Web Designer

Bellevue, WA

- Creative direction and benchmark design of promotional branded content for eddiebauer.com.
- Conceptualizing and prototyping future marketing programs and e-commerce campaigns.
- Creating advertisements, social media content, and microsite designs.
- Project management, mentoring designers, presenting ideas to senior management.

2011–current

Tmber

Co-founder & Creative Director

Seattle, WA

- Lead writer, designer, and video editor for tmber.com, a video-rich digital trail guide to the PNW.
- Conceptualizing, designing, and managing all site content, from launch to weekly updates.
- Directing growth strategy for membership, social media, and search results.
- Executive direction of writers and brand-ambassadors collecting data across USA.

2010–2012

Freelance Art Director & Visual Designer

Seattle, WA

- Web design, email marketing campaigns, and promotional videos for clients such as Amazon, AT&T, Weber Shandwick, and Baker Publishing.

2008–2010

Parliament

Lead Writer

Portland, OR

- Led the copywriting efforts for websites, marketing promotions, digital & print advertising, and scripts for radio commercials and corporate video projects.
- Key player on every project from conceptualization to completion.

2006–2008

King County Public Defense Services

Writer

Seattle, WA

- Wrote, edited, transcribed, and proofed legal documents used in court for Seattle's largest public defense agency.

Education:

University of Washington, Certificate, Creative Writing, 2007

Western Washington University, Bachelor of Arts, Geology, 2004