

John Alexander McClurg

DESIGN & USER EXPERIENCE CREATIVE

ABOUT

I have over 15 years of experience in digital design and marketing. My passion is creating simple, intuitive & beautiful user experiences.

EDUCATION

B.F.A Design & Interactive Media
Northern Illinois University -
December, 1999

TOOLS

Adobe Creative Suite, Microsoft Office, Keynote, Sketch, Invision Atomic, Flinto

CONTACT

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Razorfish

Sr. Art Director

Chicago, IL - January 2011 to Present

Helped shape and lead digital opportunities for major brands like Abercrombie & Fitch, Hollister, Southwest Airlines, JCPenny, Caterpillar, Vera Bradley & a major Fortune 500 financial services company. Created user-centered experiences across the spectrum of digital touch points, from native mobile apps to the latest ecommerce platforms. Mentored creative team members to help them learn and use the latest design-to-prototype/build tools like Sketch and Invision. Managed and directed creative talent to identify growth opportunities and areas for professional development.

Leo Burnett / Arc Worldwide

Art Director

Chicago, IL - March 2004 to October 2010

Worked as both art director and digital creative lead on clients including Whirlpool, KitchenAid, Blackberry, Nestle-Purina, Diageo, Cadillac, McDonalds and Symantec. Helped develop integrated brand campaigns, desktop and mobile websites, banner campaigns, packaging and point of sale. Often directed a team of designers from initial ideation through final creative and asset delivery.

Semaphore Partners

Designer

Chicago, IL - January 2003 to March 2004

Worked as both a visual and motion designer on projects ranging from rich media/banner campaigns to fully re-branded ecommerce sites. Clients included Nestle-Purina, GM Goodwrench, Cadillac & Whirlpool.

Chemistri / iLeo

Designer (Freelance)

Chicago, IL - January 2002 to January 2003

Visual and motion designer. Designed and developed numerous rich media banner campaigns for Adidas & Proctor & Gamble. Helped design major web portals for the US Army, Blackberry and Philip Morris.

UNext.com

Designer & Media Developer

Deerfield, IL - September 2000 to December 2001

Designed and developed interactive learning tools for graduate-level online business courses. Acted as a strategic and creative lead for the visualization of entire MBA-level course suites.