



# JOHN LAFOE

## WORK

johnlafoe.com

## CONTACT

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## EXPERIENCE

Interactive Designer – Advertising User Experience & Design  
Amazon.com  
Sept 2014 – Current

Create strategic and customer-centric executions and campaigns for all of Amazon's advertising platforms: Fire tablet, Fire TV, desktop, and mobile. I've worked with a variety of clients, from Fitbit to ADIDAS to Vega protein shakes. Several of my exclusive clients have seen their brands on Amazon grow from \$10k annual spends to \$2M annual spends, while also creating 3000+ ad units across 200+ additional clients. As a team lead, I also provide internal design reviews and mentorship for other team members in Seattle and Costa Rica.

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Digital Designer  
ESPN  
Sept 2009 – Sept 2014

At ESPN, I worked across multiple channels and properties to create custom advertising solutions, onsite graphics, and editorial design pieces. I owned the ESPN Radio sweepstakes platform, where I was able to break outside of a 5-year-old template to create a custom solution, from scratch, for each of our advertising partners, including Bud Light, Werner Ladders, 1-800-FLOWERS, Subway, Shell, and Bass Pro Shops.

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Visual Designer  
eMusic  
July 2005 – June 2009

Created onsite graphics and advertisements for eMusic.com, an independent music MP3 subscription service. I was able to create graphics and Flash advertisements for some of my favorite artists and record labels, including Radiohead, The White Stripes, Dischord Records, and Sub Pop.

Visual/Production Designer  
Maris, West & Baker  
June 2004 – Feb 2005

Working mostly in print as a visual and production designer, I was able to work on big and small campaigns for many brands across Mississippi, including the Mississippi Tourism and Visitors Bureau and the Mississippi Department of Health's anti-tobacco group.

## EDUCATION

Mississippi State University  
Bachelor of Fine Arts – Graphic Design, 2004