

## CONTACT

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## KEY AREAS

- Print and Digital Design
- Web Development
- Brand Development
- Copywriting
- Project Management

## KEY SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Figma
- MS 365
- Affinity
- HTML / CSS
- WordPress

# JOHN WOHLT

## SENIOR GRAPHIC DESIGNER

### SUMMARY

Highly creative graphic designer with comprehensive experience developing impactful visual identities and designing effective marketing collateral. Proven record of strategic and creative problem-solving to drive brand growth. Great eye for detail and self-motivated to produce high-quality results.

### PROFESSIONAL EXPERIENCE

**VISIBLE INK (FREELANCE)** | DOWNERS GROVE, IL JUN 2020-CURRENT

Visible Ink Communications is a creative agency providing marketing, PR, and internal communication services to small businesses and organizations.

#### CO-PRESIDENT & DESIGN LEADER

- Develop and execute design concepts
- Create websites from UI design to backend development
- Co-manage business operations

**L STREET COLLABORATIVE** | CHICAGO, IL JUN 2022-JUL 2024

L Street Collaborative was a full-service creative agency utilizing design strategy to help companies achieve sales, marketing, and business goals.

#### SENIOR GRAPHIC DESIGNER

- Created impactful collateral for a variety of client needs, enhancing their brand presence
- Collaborated with team to develop innovative marketing campaigns
- Produced creative designs for clients in various industries, including financial services, consulting, and manufacturing
- Managed multiple projects weekly, ensuring both efficiency and effectiveness in delivery
- Led website design/development projects from concept to completion across multiple web platforms

**ATG, A JLL COMPANY** | LOMBARD, IL JUL 2006-MAY 2020

ATG, now a SaaS platform under the JLL brand, provides healthcare facility management solutions spanning over 500 million square feet of space.

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## EDUCATION

### College of DuPage

#### Web Technician Certification

- Certified with Honors

#### Graphic Arts | Business | Misc.

- Completed courses in areas such as Graphic Arts, Business, and English Composition for refinement of skills

## PROFESSIONAL EXPERIENCE (CONT.)

### GRAPHIC DESIGNER | SENIOR ASSOCIATE, MARKETING

Led all branding and marketing efforts during a period of growth from 200 clients to over 600. Collaborated with president and sales team in developing content, increasing lead generation by over 40%.

- Designed all ATG marketing and branding collateral, dramatically improving brand aesthetics. Earned additional role as contributor to JLL Healthcare marketing. Efforts included:
  - 20+ sales brochures
  - 50+ case studies & white papers
  - 100+ email campaigns
  - 200+ sales decks
  - 90+ social media tiles
  - 5 tradeshow displays
  - 100+ direct mail campaigns
  - 7 hospital wayfinding maps
- Designed, developed, and managed ATG website. Improved web traffic and conversions by 50% and 42%, respectively. Skills utilized:
  - Layout
  - Graphics
  - SEO
  - HTML & CSS
  - Copywriting
  - Performance improvement
- Actively involved in writing and editing all marketing content. Entrusted by company president to become sole marketing copywriter in March 2017, increasing audience engagement by over 60%.
- Reduced marketing spending by over 30% through project management functions in areas such as:
  - Print marketing campaigns
  - Brand messaging
  - Mass emails
  - Social media
  - Webinars
  - Vendor negotiations

## MILITARY EXPERIENCE

- 4 years active duty in U.S. Air Force:
  - Held security clearance for handling classified materials
  - Earned Good Conduct Medal, Overseas Long Tour Ribbon, and Longevity Service Award
  - Honorable release as a Non-commissioned Officer (Sergeant)