

# John A. Hall

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## ONLINE MEDIA HIGHLIGHTS

In addition to the print design work that makes up the bulk of my experience, I continually seek out opportunities to add to my web design and digital media skills. Some recent highlights:

### Hyperlocal/Social Media

Founded, designed, and author a blog/website ([savebeverlyschools.org](http://savebeverlyschools.org)), and corresponding Twitter feed, that chronicles the management of my home city's public school system. The site, which I founded in 2008, advocates for issues important to parents in the community, and has been used as a news source by local media outlets.

### Web Design Projects

Developed several websites using CMSs such as Wordpress and Concrete5 for local institutions. These include sites for a church ([firstparishbeverly.org](http://firstparishbeverly.org)), elementary school ([hannahpto.org](http://hannahpto.org)), and high-profile political campaign ([cahillformayor.org](http://cahillformayor.org)).

### Web Design Education

Completed a semester course titled *Web Authoring* at Montserrat College of Art and earned a 4.0. Study covered current HTML and CSS standards, a history of the web as a communications medium, and a view of current and future applications.

## AWARDS/HONORS

**ASTRID AWARDS:** *Silver Award* for best overall magazine design.

**CASE AWARDS:** *Grand Gold* and *Gold Award* for editorial and cover design.

**FOLIO OZZIE AWARDS:** *Finalist* for best overall new national magazine design; *Finalist* for best feature design, and best table of contents; *Gold Award* for best use of illustration. Selected as a judge of the award competition for 3 years.

**GOLDEN BELL AWARDS:** *Gold Award* for best airline magazine.

**LOWELL THOMAS AWARDS:** *Gold Award* for best use of photography.

**PRINT REGIONAL DESIGN ANNUAL:** Selected for inclusion in a national best-of design annual.

**SOCIETY OF NEWSPAPER DESIGN:** *Award of Excellence* for magazine cover design in a national competition.

## WORK EXPERIENCE

### John Hall Design Group, Beverly, MA

**PRINCIPAL:** Operate a full service graphic design business that specializes in publication design, art direction, and project management. Projects include magazines, books, catalogs, newsletters, annual reports, websites, blogs, and all types of print and digital media. Also design marketing collateral materials and develop corporate identities. Clients include Adviser Investments, Babson College, Collegia, Fidelity Investments, InvestorPlace Media, McGraw-Hill, The MacDowell Colony, Rockport Publishers, The University of Northern Colorado, The Urban Land Institute, and Wolters Kluwer. (2001-present)

### experience.com/Experience Magazine, Boston, MA

**DESIGN DIRECTOR:** Instituted an in-house creative department, and directed all design projects for an online and print publishing company that targeted the college market. Led a creative team that produced the award-winning career and lifestyle magazine *Experience* (circulation 1,000,000), as well as the experience.com web-site and all corporate marketing materials. Also led a rebranding effort that included development of a new corporate logo, creative standards, and prototype for a web-based recruiting network interface. (2000-2001)

### Pohly & Partners/Cadmus Custom Publishing, Boston, MA

**SENIOR ART DIRECTOR:** Designed and art directed a variety of magazines for a custom publishing company. Primary responsibility was *Continental* (circulation 400,000), the inflight magazine of Continental Airlines. Completed a redesign and relaunch of the publication, and art directed each monthly issue. Supervised a staff of junior art directors and freelance designers. Also worked on the design of several smaller magazines, and assisted on new project launches. (1996-2000)

### Running Times Magazine, Boston, MA

**ART DIRECTOR:** Art directed a monthly magazine for competitive runners (circulation 75,000). Also set up and managed the company's computer network, and directed the design of marketing and trade show materials, media kits, and other special projects. (1994-96)

### Boston Business Journal/Boston Business Magazine, Boston, MA

**ART DIRECTOR:** Designed the cover, and art directed supplements for the weekly newspaper. (1989-91)  
**ASSOCIATE ART DIRECTOR:** Assisted on the design and art direction of the bi-monthly magazine. (1989-91)

### Boston Phoenix/WFNX-FM, Boston, MA

**ADVERTISING ART MANAGER:** Managed the art department of the weekly alternative newspaper. The six-person department produced all advertising and promotional work for the newspaper and radio station. Instituted a Macintosh ad production system, which was the company's first use of desktop computer technology. Also served as Design Director of the Boston Bruins and Boston Celtics Official Yearbooks, which were published as contract publishing projects. (1988)

**ART SUPERVISOR:** Designed advertising inserts and special sections. Supervised design staff. (1987-88)

**GRAPHIC ARTIST:** Designed newspaper advertisements and in-house promotional materials. (1986-87)

## EDUCATION

### Montserrat College Of Art, Beverly, MA

Completed a semester course titled *Web Authoring*, an overview of the technical, aesthetic, and functional aspects of online media design, including current HTML and CSS standards. (2010)

### Center For Creative Imaging, Camden, ME

Completed an intensive series of courses in *Advanced Digital Imaging* and *Multimedia*. Study included photo imaging and its integration with graphics, video, and sound to produce interactive multimedia productions. (1993)

### Fitchburg State College, Fitchburg, MA

*Bachelor of Science* degree in *Communications/Media*, specializing in *Photography*; Minor in *English*, specializing in *Professional Writing*. (1984)