

## John A. Hall

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### experience

#### **John Hall Design Group, Beverly, MA**

**PRINCIPAL:** Operate a full service graphic design business specializing in publication design, art direction, and project management. Projects include magazines, books, catalogs, newsletters, annual reports, and all types of print publications. Also design marketing collateral materials and corporate identity projects. Clients include Adviser Investments, Babson College, Collegia, Fidelity Investments, McGraw-Hill, The MacDowell Colony, Phillips International, 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 managed the company's computer network, and directed the design of marketing 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 magazine 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 staff during deadlines. (1987-88)

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

### honors

**CASE AWARDS:** *Grand Gold* and *Gold Award* for editorial and cover design in a college communications competition. (2007, 08)

**FOLIO OZZIE AWARDS:** Selected as a judge for a national magazine design competition. (1996-2000, 2004)

**FOLIO OZZIE AWARDS:** *Finalist* for best overall new national magazine design. (2000)

**PRINT REGIONAL DESIGN ANNUAL:** Work selected for inclusion in a national best of design annual. (2000)

**ASTRID AWARDS:** *Silver Award* for best overall magazine design in an international design competition. (2000)

**GOLDEN BELL AWARDS:** *Gold Award* for best airline magazine in an international travel industry competition. (1998, 99)

**LOWELL THOMAS AWARDS:** *Gold Award* for best use of photography in a national travel journalism competition. (1998)

**FOLIO OZZIE AWARDS:** *Finalist* for best feature design, and best table of contents design. (1998)

**FOLIO OZZIE AWARDS:** *Gold Award* for best use of illustration. (1995)

**SOCIETY OF NEWSPAPER DESIGN:** *Award of Excellence* for magazine cover design in a national competition. (1991)

### education

**SPIRE, Boston, MA:** Attended an intermediate-level web design workshop series. Learned advanced HTML programming techniques, and studied software packages such as Dreamweaver, Flash, and BBEdit. (1999)

**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 an interactive multimedia production. Software studied included Photoshop, Painter, Premier, and Director. (1993)

**FITCHBURG STATE COLLEGE, Fitchburg, MA:** *Bachelor of Science* degree in Communications/Media, specializing in photography; minor in English, specializing in professional writing. (1984)