

John A. Hall

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ONLINE MEDIA HIGHLIGHTS

In addition to the print design work that makes up the core of my experience, I have continued to expand my web design, development, user experience, and social media skills. Some highlights:

■ Offer visual design, UX design, web development, and CMS integration services to a variety of businesses and institutions. Clients include retail stores, law firms, architectural firms, event sponsors, authors, real estate developers, and urban planners.

Recent examples include:

- www.jheid.com
- www.solomonfoundation.org
- www.sarahrosecav.com
- www.jamesmlang.com
- www.hunter-clark.com
- www.lccollegeadvisor.com

■ Served on the Communications Transition Team for the incoming Mayor of Beverly advising on web and social media issues. Also served on the web committee for the Beverly Arts District, overseeing development of the officially designated cultural district's first website.

■ Founded, designed, and authored a blog that chronicled the management of the City of Beverly's public school system. Also founded and led the social media strategy for a large community association.

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; best feature design, and best toc design; *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 print publication, marketing collateral and web-based media design, development, creative direction, and project management. Print projects include magazines, books, catalogs, newsletters, annual reports, and brochures. Web services include visual design, UX design, and development of websites, landing pages, and online publications. Skilled at prototyping content-heavy sites using Adobe XD as well as development and content-management using Wordpress & other CMS platforms. Clients include Adviser Investments, Babson College, InvestorPlace Media, Pearson Education, The MacDowell Colony, Mind & Life Institute, The Quarto Group, 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. Led a creative team that produced the award-winning career and lifestyle magazine *Experience* (circulation 1,000,000), as well as the experience.com website and all corporate marketing materials. Directed a rebranding effort that included development of a new logo, creative standards, and visual 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 custom publishing and relationship marketing agency. 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.

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 video and sound to produce interactive productions.

Fitchburg State College, Fitchburg, MA

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