# JOHN FERRER

## SENIOR GRAPHIC DESIGNER

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## SUMMARY

Senior graphic designer with 11 years across agency, events, and print — branding, direct mail, social/digital ads, presentations, event graphics, and large-format signage, from concept to production-ready files. Advanced Adobe Creative Suite including After Effects; photography and AI-assisted design in my toolkit.

## SKILLS

**Design:** Branding & Identity, Marketing Collateral & Direct Mail, Social & Digital Ads, Presentation Design & Templates, Infographics, Event Branding, Large-Format Signage, Publication Layout, Motion Graphics, Photography, Print Production, Brand Standards

**Software:** Photoshop, Illustrator, InDesign, After Effects, Acrobat; PowerPoint, Google Slides, Canva, Figma; Midjourney, Adobe Firefly, ChatGPT, Higgsfield

## EXPERIENCE

### Independent Designer & AI Production Systems · Freelance
**Jan 2026 – Present**

- Building an AI-assisted animated series end to end: character design, storyboarding, image-to-video production, editing, and multi-platform publishing.
- Developed production systems from scratch — storyboard workflow, QA gates, audio standards — and automated publishing/engagement pipelines, cutting revision cycles while raising output quality.
- Launched a print-on-demand product line: branding, product visuals, and e-commerce shop setup.

### Senior Graphic Designer · Dope Marketing (MN, Remote)
**Jan 2021 – Nov 2025**

- Designed direct mail, multi-page brochures, booklets, and B2B marketing materials.
- Created branded advertising and social media content.
- Built PowerPoint and Google Slides decks, templates, infographics, and timelines — including on-stage presentation assets; presented work directly to the CEO.
- Trained and supported a team of 10+ designers.

### Freelance Graphic Designer · Project Work
**Nov 2019 – Dec 2020**

- Comics editing (Toomics Global)
- Vehicle decals (Pueblo de Panay)
- Social & branding (Retrophorics, Storey Teller, Yensanities, The Fit CEO)
- Brand design (Unimotors)
- Asset design (Edney Lane)
- Product photography

### Graphic Design Department Head · Project Pentagon
**Feb 2019 – Nov 2019**

- Led a 5-person design department serving local clients.
- Partnered with engineering, architectural, photo, and video teams; contributed photo/video capture and created social advertising content.

### Creative Director · West Shadows Production
**Aug 2016 – Sep 2019**

- Led a 4-person graphics team for a party organizer producing its own DJ and band events, parties, and festivals — owning all event graphics: marketing, posters, flyers, tickets, advertising, and print ads.

### Print Designer and Operator · Bothends Computer Solutions
**Nov 2015 – Jul 2019**

- Designed promotional materials, multi-page booklets, and large-format graphics; prepared print-ready files, reviewed proofs, and operated press equipment.

### Co-Founder · Sci High Clothing
**Feb 2015 – Mar 2016**

- Designed T-shirt collections, managed clothing production, shot promotional product photos, and created brand content.

## EDUCATION

Bachelor of Science in Maritime Transportation · Colegio de la Purisima Concepcion, 2015

High School Diploma, Technical Drafting Major · 2012