

JOHN PENDLETON

CREATIVE DIRECTOR

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HELLO

I am a creative director with over 15 years of experience concepting and designing digital, interactive and multimedia applications. With extensive print, brochure and DM experience thrown in to boot. I have a fine arts background and a degree in Industrial design. For me it's all about the aesthetics and the functionality. It has to be simple, beautiful and easy to understand. I get excited by complex UX problems and intricate application design. Working with a technology team is as much fun as working with my own design teams. I've designed and directed everything from global rebrands, large responsive websites, online and print advertising, to mobile applications.

WORK

DIGITASLBI | Boston MA | 2005 - Aug 2015

VP Creative Director (2013 - 2015)

CLIENTS: Cessna, Biogen, athenahealth and Baxter

Associate Creative Director (2009 - 2013)

CLIENTS: Bank of America, Aflac, Staples, Stop & Shop and AstraZeneca

Senior Art Director (2005 - 2009)

CLIENTS: Oral-B, Gillette, Duracell, Holiday Inn, TIAA CREF and Braun

IMG MEDIA | Boston MA | 2001 - 2004

Art Direction / Creative Leader

CLIENTS: IMG Media's North American business clients including The Nobel Foundation, Phillips Electronics, Tiger Woods and Serena & Venus Williams

RECOGNITION

MITX Gold 2014, Cessna Aviation website | Webby Awards Official Honoree 2014, Cessna Aviation website | UX Awards Silver 2014, Cessna Aviation website | NEDMA Silver 2013, Cessna Aviation website | OMMA Gold 2012, Bank of America Corporate Website | MITX Gold 2007, Holiday Inn Racing website | M3 Awards Silver 2007, Holiday Inn Racing website

EDUCATION

PRATT INSTITUTE | 1995 - 1997

M.I.D., Master of Industrial Design

HARTWICK COLLEGE | 1989 - 1994

B.A., Fine Arts

BEFORE + AFTER WORK

I love to go out on my boat with my wife and pass the day away cruising and swimming with friends. I also enjoy skiing, but I really only do it one week a year during the spring in Colorado. Otherwise you can find me at home with my English bulldog, Bruce, named after Robert The Bruce.