

# John Chavez

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chavezjohn.com  
Phone number and  
address upon request.

## Objective

Creative professional with 5 years of experience in graphic design and multimedia campaigns. Seeking a role in a team solving problems and delivering products that resonate with audiences.

## Experience

**JPA Health** ————— **Washington, DC** **JAN 2020–CURRENT**

**JAN 2021**

Sr. Graphic Designer

**JAN 2020**

Graphic Designer

[jpa.com](http://jpa.com)

- Collaborated with accounts and creative team to produce insight driven campaigns for corporate, nonprofit, and advocacy clients in the public health/healthcare field. Campaigns leveraged both digital and print collateral, but became digital first due to the pandemic. Examples of campaign materials included logos, brand guides, social media graphics, videos, infographics, brochures, a websites.
- Produced high level designs in a fast-paced environment. Presented work and explained creative thinking both internally and to clients.
- Supported new business efforts by providing creative concepts to campaign tactics and working with the strategic team to assemble captivating presentations.
- Played a key role in boosting in-house video production, animation, and motion design capabilities as motion projects grew in demand.

**Mosaic Theater** ————— **Washington, DC** **JUL 2018–NOV 2019**  
**Company of DC**

Graphic Designer and  
Publications Manager

[mosaictheater.org](http://mosaictheater.org)

- Designed key art and promotional materials for 10 main-stage productions. Deliverables included postcards, programs, press kits, video trailers, posters, large format products, fliers, social media graphics, email campaigns, and website updates.
- Developed the record breaking campaign *Twisted Melodies*, which generated \$180k in revenue, double that of the previous record for a Mosaic production.
- Strengthened institutional branding by establishing brand guidelines, updating the logo, refining the website, producing an annual report, designing a season brochure, and enhancing the event photography archive.

**The Carolina Union** ————— **Chapel Hill, NC** **MAY 2017–MAY 2018**  
**at UNC Chapel Hill**

Graphic Designer

[carolinaunion.unc.edu](http://carolinaunion.unc.edu)

- Art directed and developed campaigns supporting student life initiatives. Designed print and digital collateral for the Carolina Union, student affairs departments, university partners, and student organizations. Set the standard for the Carolina Union's digital presence through engaging photography, videos, and motion graphics.
- Provided leadership and professional development to over 15 student interns.

**Skills** ————— Photoshop, InDesign, Illustrator, Premiere, AfterEffects, Lightroom, XD, Branding, Typography, Animation, Video Production, Google Suite, Microsoft Office

**Education** ————— **Davidson College | Davidson, NC** **Class of 2017**  
B.A. Studio Art & Gender Studies | GPA: 3.80 | Magna Cum Laude | Phi Beta Kappa Member

**Interests** ————— Outside the office, I like to spend my time with family and friends, collecting records, seeing concerts (URL or IRL), trying new cocktails, hiking, and annoying my cat.