



John Vilhauer

DETAILS

2292 Hudson Circle
Aurora, Illinois 60502

630 639-9913

johnvilhauer@gmail.com

www.johnvilhauer.com

SKILLS

- Team leadership
- Brand development, building, and refresh
- Strategic thinking
- Using quantitative and qualitative research
- Photography techniques, photo art direction, and styling
- Strong production background
- Traditional and digital illustration techniques
- Knowledgeable about common printing processes
- Conceptualizing structural design
- Working with recyclable and renewable materials
- Strong technical understanding of the Macintosh platform
- IT problem solving
- Server and workflow management

APPLICATIONS

- Adobe CC: Illustrator, Photoshop, InDesign, Lightroom, Acrobat
- Microsoft Office Suite
- Keynote, Pages, Numbers
- Wordpress
- Hype 4
- Slack
- Monday

PROFILE

My experience building brands spans more than twenty years and over a wide range of categories within the CPG landscape. Most recently, after commuting daily into Chicago (90 minutes one-way) for over 15 years, I decided to take a Senior Designer role with Newell Brands' Connected Home Division at First Alert. Though this was a step-down from my previous ACD role, the company's mission to save lives using technology made the job appealing, and the five-minute commute was a definite bonus. After three years with First Alert, I am looking for my next career challenge, and possibly a new city to call home.

PROFESSIONAL HISTORY

First Alert

Senior Designer

October 2017 - December 2020

- Aided in two brand refreshes using consumer insights to increase shopability and shelf presence.
- Set and enforced brand guidelines, keeping consistency across all facets, and helping build consumer recognition.
- Fostered strategic digital and social media campaigns to expand brand awareness, increase engagement, and raise click-through rates to drive sales and leads.
- Redesigned company website to give a more functional and informational experience to visitors.
- Developed server structure and file naming convention SOP to increase productivity, reduce file version mistakes, and reduce file duplication.
- Creatively supported two brands in all aspects of branding, advertising, e-commerce, and in-store marketing. Constructed guidelines for molded and printed on-product markings.

Agency MSI / Schawk!

Freelance ACD / Senior Designer

March - October 2017

- Established brand strategies to make lackluster brands more appealing and relevant on-shelf.
- Developed immersive shopping experiences for retailers to drive sales and increase shopper traffic in-stores.

forBrands / YFYJupiter / JPG

Associate Creative Director

November 2011 - March 2017

- Led a creative team of four designers and two production artists to ensure the output of high-end creative on strict and often short deadlines.
 - Built brand strategies based on quantitative research, qualitative research, and client briefs to drive a range of creative directions suited to the clients' needs.
 - Executed creative concepts from naming through press proofs.
 - Presented work to, and led meetings with clients and the internal team.
 - Coordinated with team members around the world to source and deliver the clients an easy and affordable end-to-end experience.
 - Launched promotional materials for revolution new eco-friendly packaging solutions and helped develop the sales strategy.
 - Mentored and challenged junior and intern-level team members to expand their ideas and turn them into winning concepts.
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Webb de Vlam / Wilson Sporting Goods

Freelance Senior Designer

March - November 2011

- Established brand guidelines for multiple brand refresh projects.
 - Set-up files and built complex mock-ups for consumer research and client meetings.
 - Created and placed logos and artwork on products, appealing to various age and interest groups.
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Anthem!

Senior Designer

February 2007 - March 2011

- Utilized brand strategies to develop creative concepts, meeting the clients' direction for their brand.
 - Was a creative influencer, often having multiple concepts competing in the same project.
 - Directed freelance creatives, production artists, vendors, and illustrators to ensure each project finished on schedule and budget.
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Ambrosi Packaging Group

Senior Designer

May 1999 - February 2007

- Directed photoshoots involving food prep and styling, models, and sets with elaborate lighting, occasionally with clients present.
 - Sketched photo direction for thousands of products from paint to panini makers for client sign-off and studio reference.
 - Aided with the production and output of press-ready artworks for large-scale print runs.
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EDUCATION

Graphic Design & Illustration Dual BFA with Advertising and Promotion Minor

Southwest Missouri State University

Fall 1994 - Spring 1999