



JON TAYLOR CARTER

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I am a highly-motivated creative professional with more than 17 years of consistently achieving success. Extensive knowledge in conceptualized design, layout, production across all publishing platforms (print, web, social media) and client relations. Extremely adept in a fast-paced, deadline-oriented environment, with high attention to detail. I bring strong communication and social skills, adaptable to varying situations. Always proactive in finding new opportunities to streamline processes.

- Creative leadership
- Design process management
- Budgeting and resource allocation
- Conceptual thinking
- Art direction
- Visual design for editorial layout
- Photo art direction and styling
- Web design
- Brand creation and reinvention

WORK EXPERIENCE

MAY 2016 | PRESENT

PHOTO ART DIRECTOR

OVERSTOCK.COM

Overstock | Salt Lake City, Utah

- Conceptualize, art direct and execute home environment retail photography digital assets for OVERSTOCK.COM
- Manage, produce and art direct (both) studio and location photo shoots
- Develop brand "Style Guides" for all media channels
- Direct and manage a team of staff and freelance photographers, stylists, set-builders, producers, retouchers and merchandising coordinators

AUGUST 2006 | PRESENT

FREELANCE ART DIRECTOR, DESIGNER, PHOTO STYLIST, PRODUCTION

Oregon | Washington | California

- Idea generation, concept development/visualization, brand integration, campaign design and print production for creative agencies and freelance clients, including: retail space experiences, POS displays, packaging, advertising print collateral, web graphics, photo art direction, product styling, graphic toolkit and deck presentations
- Agency contracts:
adidas Global Brand Design | Designer | Portland, Oregon **OCTOBER 2015 | MAY 2016**
Fiction | Designer | Portland, Oregon **MARCH 2015 | OCTOBER 2015**
- Clients:
Reebok, adidas, Apple, Target, Mitchell & Ness, Children's Institute, Innovation Theatre Works, Cascades Theatrical Co., Christopher Perry Salons, Edinburgh Festival Fringe, Hamburger Mary's, Aquarium Of The Pacific

JUNE 2013 | JANUARY 2015

SENIOR ART DIRECTOR | PHOTO ART DIRECTOR

TARGET Canada

Iridio/RR Donnelley | Portland, Oregon

- Conceptualize, photo art direct and execute retail photography assets for TARGET Canada weekly flyers, inserts and direct mail, including: covers, home environments, hardline tabletop, seasonal, on-figure, soft goods/laydowns
- Elevate environment photography and layout design by creating a "sense of space," while staying current on consumer home design trends and ensuring TARGET brand consistency for: Threshold, Fieldcrest, Room Essentials, Nate Berkus, Beaver Canoe, Circo and Xhilaration
- Art direct studio and on-location photographers, stylists and set-builders to execute approved client concepts
- Collaborate with in-house team of art directors, designers, production artists and project managers on layout design and approach to final deliverables
- Develop creative case studies, to share with client, which helped to streamline consistency in the photography across the RR Donnelley Portland, Toronto and New York studios
- Edited, finalized and approved all digital post work to achieve the objectives of the client

WORK EXPERIENCE (CONT'D)

APRIL 2010 | JUNE 2013

CREATIVE DIRECTOR

OREGON HOME and OREGON BUSINESS magazines
MEDIAmerica, Inc. | Portland, Oregon

- Creative art direction, design, layout and production for OREGON HOME—a bimonthly shelter publication and OREGON BUSINESS—a monthly regional business publication
- Photo art direction for all environmental portraits, lifestyle concepts, home architecture styling, food and still life
- Managed art department team, photo interns, and budgeting freelance photographers and illustrators
- Created collateral branding for the 100 BEST COMPANIES TO WORK FOR IN OREGON

AUGUST 2007 | DECEMBER 2008

SENIOR GRAPHIC DESIGNER

BEND LIVING, BEND LIVING HOME and BEND BUSINESS REVIEW magazines
Cutter Communications, Inc. | Bend, Oregon

- Responsible for design, layout and production for three magazines, including BEND LIVING—a bimonthly lifestyle publication; BEND LIVING HOME—sister publication to BEND LIVING; and BEND BUSINESS REVIEW—a regional biannual business publication
- Worked as photo stylist for all photo shoots involving home architecture, food, wine, lifestyle and entertainment

SEPTEMBER 2000 | JULY 2006

ART DIRECTOR

PERFORMANCE RACING INDUSTRY magazine
Laguna Coast Publishing | Laguna Beach, California

- Efficiently managed and coordinated the design and production of PERFORMANCE RACING INDUSTRY—a monthly trade publication for the Motorsports Racing Industry
- Designed print marketing sales collateral, direct mail components, trade show materials and media kits

EDUCATION

PLATT COLLEGE

Newport Beach, California

- Associate of Arts in Graphic Design and Visual Communications | 1999
- Triple Academic Award Recipient

AMERICAN ACADEMY OF DRAMATIC ARTS

Pasadena, California

- Professional Training Program | 1987

PROFESSIONAL ACCOMPLISHMENTS

- TARGET Bullseye Award for Creative Leadership | 2013
- American Society of Business Publication Editors Azbee Awards (one bronze) | 2011
- Society of Professional Journalists Awards (one 2nd place and one 3rd place cover design) | 2011
- Society of Professional Journalists Awards (three 1st place cover and three 1st place feature layout designs) | 2010
- Western Publishing Association Maggie Award (team) | 2008
- Advertising Federation of Central Oregon Drake Awards (one gold, four bronze) | 2008

TECHNICAL PROFICIENCY

- Expert in Adobe CS applications, including: InDesign, Photoshop, Illustrator, InCopy and Acrobat Pro X
- Knowledgeable in Capture One; CSS, WordPress and HTML5; Microsoft Office applications, including: PowerPoint, Word and Excel; Apple iWork applications, including: Keynote and Numbers; QuarkXPress; Enfocus PitStop Pro
- Digital photography
- MAC based/PC proficient