



John Stichnoth

Creative Direction, Art Direction, Graphic Design

913.579.5534 | The1@Stickman.Design | Stickman.Design | [LinkedIn](https://www.linkedin.com/in/jstichnoth)

Strategic, experienced creative professional building professional relationships based on empathy, integrity, and respect over **26 years**. I give one-hundred percent to every project, while balancing multiple clients with shifting priorities. A confident and driven entrepreneur. Skilled at bringing stories to life. Able to both direct and take direction. Exceptional attention to detail and organization. Comfortable with cross-functional collaboration. Deadline- and budget-conscious. Willing to help whenever, wherever, and however necessary. *Fully vaccinated against COVID-19.*

Skills

Lead projects from concept through delivery – by concepting, art direction, graphic design, typography, color selection, photography direction/selection/manipulation, pre-press design, proofreading, editing, paper selection, quality control, training staff, digital asset management, customer service

Multi-channel campaigns, advertising, branding, marketing collateral, brand and style guides, logos, graphics, publications, infographics, product information, brochures, catalogs, direct response, storyboarding, presentations, event graphics, templating, posters, promotions, environmental graphics, tradeshow, email design, digital design, and video production

Proficient in Adobe InDesign, Photoshop, Illustrator and Acrobat, Microsoft Word and PowerPoint, Slack; familiarity with Adobe Premiere Pro and After Effects; adept at learning new applications

Clear and calm presentation to stakeholders; comfortable with written and verbal communication

Experience

Art Director/Owner

STICKMAN LLC, Overland Park, KS

Apr 2010 – Present

- Ideate strategic concepts, graphic design, and production for advertising, branding and marketing
- **Four-year** partnership with John Deere Writer, in hybrid work environment, **collaborating** on work in various corporate product channels and across multiple media
- Converted hundreds of layouts into **multiple languages**, based on US original concepts and designs
- **346%** sales increase, **125%** registration increase, and **15.9%** redemption (**one out of every six** attendees bought a tractor) from **John Deere** sales event dealer kit
- Translated sourced brand look and feel into **entire marketing initiatives** for Corbion
- Designed **200 custom** books for **The Syneidesis Group's** key stewards of **billion-dollar** global portfolios
- Privileged to have worked with clients such as Blue Cross Blue Shield, Boston Scientific, Caravan Ingredients, Corbion, Environmental Risk Strategies, HOLT, John Deere, Morgan Hunter Healthcare, Penton, Ply Gem, Terracon, The Syneidesis Group, VFW Ladies Auxiliary, Weber Inc

Agent/Agency Owner

Farmers Insurance Stichnoth Agency—permanently closed, Overland Park, KS

Jun 2021 – Sep 2022

- Developed and managed leads and prospects (with Salesforce); sold and serviced policies
- Managed payroll and finances; conducted interviews, hired staff, and addressed staff needs
- Marketed through texting and social media



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Digital and Print Advertising, Branding, Product Information, Event Graphics, Video
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Chief Creative Officer/Member

Brand Gear, Overland Park, KS
Mar 2019 – Jun 2020

- Ideation and creation of all visual branding, advertising, and marketing tactics
- Consultation provided on RFP responses, proposals, client facing and employment contracts

Volunteer Marketing Director

The Freelance Exchange of Kansas City, Kansas City, MO
Dec 2012 – Nov 2015

- Designed advertising and direct response, leveraging relationships with known resources
- Managed creative development for annual **Portfolio Showcase**
- Developed committee and production resources

Senior Art Director

BKV—now The Frank Agency, Overland Park, KS
Oct 2005 – Apr 2010

- **Promoted** from Art Director
- Designed distinctive identity and collaborated on tagline for **Armed Forces Insurance (still in use)**
- Designed RFP response that **landed United Country** as a client
- Grateful to have contributed to the efforts of companies like Armed Forces Insurance, Caterpillar, Daimler Trucks, Kansas Board of Public Utilities, Sheffield Place, United Country, and United Country Auction Services

Art Director

Osborn & Barr—now Osborn Barr Paramore, Kansas City, MO
Aug 2000 – Sep 2005

- **Promoted** from Graphic Designer and IT Branch Manager
- **Supervised** design and production, assuring brand integrity throughout execution; directed photo shoots, pre-press design
- Honored to work with clients like John Deere, Intervet, and Pony Express Brewery
- **Maintained Mac and PC platforms**, redesigned digital asset management system

Education

Bachelor of Arts, Graphic Design

Drake University, Des Moines, IA
Aug 1990 – May 1994

Bachelor of Fine Arts, Printmaking

Drake University, Des Moines, IA
Aug 1990 – May 1995

Honors

ADDY, AMBIT, OMNI, PRISM, NAMA, and **Fountain** awards winner
BKV **Employee-of-the-Year** and three-time **Employee-of-the-Month**