



John Stichnoth (913) 579-5534

Senior Graphic Designer, Art Director, Brand Designer

The1@Stickman.Design | [linkedin.com/in/Stichnoth](https://www.linkedin.com/in/Stichnoth) | tinyurl.com/StickmanPortfolio | tinyurl.com/STICKMAN-YELP

Strategy-based creative professional, building **B2B and B2C** relationships for over **26 years**. A highly-detailed, confident and driven entrepreneur. **Track record** for bringing stories to life, leading development of presentations, proposals, multi-channel campaigns, and smaller projects. Exceptional attention to detail and organization, to balance multiple projects with shifting priorities in a deadline-driven environment. Respectful **team player**, to collaborate cross-functionally, with a variety of stakeholders. *Fully vaccinated against COVID-19.*

Skills

Lead projects from concept through production – with concepting, art direction, graphic design, typography, color, photo direction/selection/manipulation, production design, pre-press, proofreading, editing, production resourcing, budget, print buying, paper selection, quality control, project management, training staff, digital asset management

Print collateral, multi-channel campaigns, advertising, branding, brand and style guides, logos, graphics, publications, infographics, product guides, brochures, catalogs, direct response, storyboarding, presentations, events, templating, posters, promotions, environmental graphics, tradeshow, email, digital, and video

Proficient in Adobe Creative Cloud (including InDesign, Photoshop, Illustrator), Microsoft Word and PowerPoint, Slack, Google Workspace on Macintosh platform

Clear and calm presentation to stakeholders; Strong written, verbal, and interpersonal communication skills; Thrives on giving and receiving constructive criticism; Able to take direction and lead direction

Strong willingness to jump in wherever needed; Flexible in assuming new responsibilities as they arise

Experience

Art Director/Owner

STICKMAN LLC, Overland Park, KS | Apr 2010 – Present

- Lead strategic concepts, graphic design, and production for branding, awareness, and thematic visualization
- Built business based on referrals alone
- **Four-year** partnership with John Deere Writer, in hybrid work environment, **collaborating** on work in various categories
- Converted a wide variety 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 concept into **entire marketing initiatives** for Corbion
- Designed **200 custom** program 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



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Agent/Agency Owner

Farmers Insurance Stichnoth Agency (permanently closed), Overland Park, KS | June 2021 – Sept 2022

- Perform lead tracking (with Salesforce). Develop and manage leads and prospects
- Sell policies and service clients
- Manage payroll and finances; Conduct interviews, hire staff, and address staff needs
- Market through texting and social media (LinkedIn, Facebook, Google, Nextdoor, Yelp, and website)
- **Received positive reviews and referrals**

Chief Creative Officer/Member

Brand Gear, Overland Park, KS | Mar 2019 – June 2020

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

Marketing Director

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

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

Senior Art Director (Promoted from Art Director)

BKV (now The Frank Agency), Overland Park, KS | Oct 2005 – Apr 2010

- Designed distinctive visual 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 (Promoted from Graphic Designer and IT Branch Manager)

Osborn & Barr (now Osborn Barr Paramore), Kansas City, MO | Aug 2000 – Sept 2005

- Supervised design and production, assuring brand integrity throughout execution; directed photo shoots, pre-press, and print management (as needed)
- Honored to work with clients like John Deere, Intervet, and Pony Express Brewery
- Maintained Mac and PC platforms, redesigned content management system

Education

Bachelor of Arts, Graphic Design

Bachelor of Fine Arts, Printmaking

Drake University, Des Moines, IA

Honors

ADDY, AMBIT, OMNI, PRISM, NAMA, and Fountain awards winner

BKV Employee-of-the-Year and three-time Employee-of-the-Month