JOHN HASTINGS

SENIOR GRAPHIC DESIGNER | CREATIVE & ART DIRECTION

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PROFESSIONAL SUMMARY

Award-winning Senior Graphic Designer and creative lead with 25+ years shaping brand identity, packaging, and multi-channel marketing for global B2B and B2C manufacturers. Proven at leading large-scale rebrands (500+ SKUs), building brand standards from the ground up, and turning technical product data into campaigns that supported record sales years. Pairs hands-on craft with AI-accelerated workflows in Adobe Firefly and Creative Cloud for faster concepting and consistent output. Seeking an Art Director or Creative Manager role to set creative vision, elevate brand quality, and mentor design teams.

CORE COMPETENCIES

- Creative & Art Direction
- CMF (Color, Material, Finish) Strategy
- Multi-Channel Campaigns
- Cross-Functional Leadership
- Print Production & Prepress
- Typography, Color & Composition
- Brand Identity Systems
- Packaging & SKU Systems
- AI-Assisted Design Workflows
- Vendor & Budget Management
- Photography & Video Direction
- Creative Team Mentorship
- Brand Standards & Governance
- Trade Show & Experiential Design
- Design Operations & Workflow
- Executive Stakeholder Alignment
- Web & Digital Asset Design
- Technical Storytelling

WORK EXPERIENCE

Freelance Graphic Designer – Uniontown, OH

Independent Creative Consultant **Apr 2026 – Present**

- Deliver brand identity, logo, and marketing collateral for clients of all sizes, applying B2B and B2C manufacturing experience to every project.
- Design tradeshow graphics and product visuals that carry a consistent brand story from booth to print to digital.
- Use Adobe Firefly and generative tools within Photoshop and Illustrator to speed up concepting and variations, then art-direct the results by hand to client brand standards.

SIMONA Boltaron – Newcomerstown, OH

Senior Designer & CMF Designer **Apr 2023 – Apr 2026**

U.S. subsidiary of SIMONA AG, a publicly listed German plastics manufacturer; ~250 employees, est. $40M revenue; plastic sheeting and components for aircraft, NASA, firearm holster, and commercial industries.

- Unified global creative and CMF direction across Middle Eastern and European markets, launching premium decorative patterns and prints that expanded demand for aircraft interior components, including flat sheeting, textured materials, and thermoformed parts.
- Created a cohesive adventure-themed pattern line for the firearms holster division, building the full creative system from marketing assets to advertising for the 2026 SHOT Show, which generated social media momentum and strengthened competitive sales.
- Partnered with corporate marketing to unify brand standards and upgrade digital, sales, and trade show assets, improving customer engagement and overall marketing effectiveness.
- Introduced AI-assisted pattern exploration with Adobe Firefly and Adobe generative tools, accelerating CMF concept development for aircraft interior and holster product lines.
- Integrated AI into digital asset creation to improve consistency and turnaround across global markets while keeping final creative direction and brand quality under designer control.
- Translated technical product requirements for aerospace, NASA, firearm, and commercial customers into clear, market-ready visual and marketing systems.

Malco Products, Inc. – Barberton, OH

Senior Graphic Designer (Lead Creative Designer) **May 2016 – Jun 2023**

Third-generation, family-owned specialty chemical manufacturer founded in 1953; 400+ employees, ~$100M revenue; automotive and chemical manufacturing.

- Led the rebrand of the automotive chemicals division, redesigning labels, literature, and collateral for 500+ SKUs and modernizing packaging to strengthen market competitiveness, supporting the highest sales performance in company history.
- Created and established brand standards for 4 primary corporate divisions and dozens of sub-brands, ensuring a consistent identity across every B2B and B2C channel.
- Served as lead creative for all in-house marketing design, delivering a high-volume pipeline of digital, print, packaging, and labeling assets for clients, distributors, and multiple divisions.
- Owned all communications collateral, including photography, website images, technical infographics, sell sheets, bulletins, and trade show assets, improving product clarity and speeding customer recognition.
- Partnered with marketing managers, sales representatives, and product managers to turn technical product data into campaigns and customer-facing materials that improved lead quality.
- Rebranded four automotive and marine catalogs, along with brochures, literature, packaging, and advertising, increasing customer engagement across core product categories.

Safeguard Technology Inc. – Streetsboro, OH

Creative Designer | Marketing Specialist **Feb 2011 – Jan 2015**

Privately held manufacturer of anti-slip step covers and safety flooring; ~80 employees, est. $20M revenue.

- Established Safeguard's first comprehensive brand standards and guidelines, improving consistency across sales and marketing communications.
- Redesigned the company's core marketing materials, modernizing product presentation and contributing to the Best Sales Year in company history (2012).
- Rebranded the entire literature packet, including photography, illustrations, and technical design illustrations, and collaborated on copy development.
- Managed the advertising lifecycle, including budget allocation, contract negotiation, media purchasing, and placement, to maximize spend efficiency and campaign reach.
- Designed and launched the company's new website, serving as internal creative lead and primary liaison with the outside web development firm.
- Managed the creation, packaging, and shipping of the full trade show program to venues across the country throughout the business year.

Diebold Nixdorf – North Canton, OH

Senior Visual Communications Designer **Jul 2000 – Feb 2008**

Global manufacturer of ATM and financial self-service technology; ~23,000 employees across 130 countries; ~$3.8B revenue.

- Safeguarded global visual brand integrity across all corporate print collateral and sales literature for a multinational technology leader.
- Designed advertising, web, and electronic promotions supporting North American Marketing and Communications.
- Created trade show environments and global display hall presentations and installations that carried a unified brand experience across markets.
- Managed budgeting and cost negotiations with advertising vendors to keep creative production on target.
- Developed time, cost, and budget tracking and workflow charts that improved project visibility and on-time delivery.
- Served as senior creative on a high-volume, deadline-driven marketing team, setting design quality standards for collateral across the division.

ADDITIONAL WORK EXPERIENCE

Covey-Odell Advertising – North Canton, OH **Web & Graphic Designer / Project Manager** **2009 – 2010**

- Designed and managed web and print projects for B2B and B2C clients, owning the client relationship from start to completion. Created the Best Booth Award-winning Canton Elevator display (2009) and a print ad campaign that earned the Civil Engineering Magazine Outstanding Readership Award (2009).

The Timken Company (via Grabowski & Company) – Canton, OH **Creative Specialist** **2010 – 2011**

- Designed print, web, email, presentations, packaging, and product labeling for North American Marketing. Won a Gold Addy for the E-Type Bearing Direct Mail Brochure (2010).

Rockwell Automation (via Aquent Studios) – Cleveland, OH **Creative Services Specialist** **Oct – Nov 2008**

- Protected brand integrity during trade show production, supporting design, large-format printing, and display builds for the tradeshow season.

TECHNICAL SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, Acrobat

AI & Generative Tools: Adobe Firefly, Photoshop Generative Fill and generative features in Adobe apps, Midjourney, Runway, Stable Diffusion

Web & Collaboration: WordPress, HTML, CSS, Asana, Microsoft Office and Teams, email and social media design

Production: Large-format and dye-sublimation printing (Epson 72"), hands-on fabrication, photography, video shooting and editing, Mac & PC

AWARDS & RECOGNITION

- Gold Addy Award, E-Type Bearing Direct Mail Brochures, Timken Co. (2010)
- 2023 Malco SEMA Booth featured on the Hit TV Show “Counts Custom Cars”
- Best Booth Award, Canton Elevator, Covey-Odell (2009)
- Outstanding Readership Award, Civil Engineering Magazine, print advertisement (2009)

EDUCATION & CERTIFICATIONS

The University of Akron – Akron, OH

Bachelor of Fine and Applied Arts, Graphic Design (Minor in Illustration; Cooperative Education)
Associate Degree, Commercial Art (Cooperative Education)

AGI Training

Adobe Certified Training: Photoshop, Illustrator, and Premiere Pro