

John F Morton

New York, NY

917-566-0429

Creative Director - Interactive, Television, Print, Outdoor

Portfolio: johnfmorton.com

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Work Experience:

Lowe, New York, February 2005 – Present

- Creative Director - primary roll is to give creative direction on interactive projects in the agency, manage interactive resources, select and manage outside vendors.
- Clients include EarthLink, Degree, Milk, MTV, Axe, Purdue, J&J, GMC, Saab, Corbis, Museum of Sex.
- Taught students at Miami Ad School in their “New York” quarter.

OgilvyOne, New York, May 2003 – January 2005

- Freelance interactive art director for IBM.

Bozell, New York, November 2001 – April 2003

- Team leader on the interactive advertising of Datek, the online trading company, until it was bought by Ameritrade. (Included hiring and managing small staff of designers and programmers.)
- Other clients at Bozell that I’ve created interactive work for: The Bank of America, The New York Times, Verizon Wireless, SuperPages, Ben & Jerry’s.

Modem Media, New York, October 1999 – November 2001

- Senior Art Director for Delta Airlines on their web site and for their online advertising. Included concept generation, information architecture, design, and technical implementation of ideas with a great IT team.
- Other clients at Modem Media that I’ve produced interactive work for: DLJDirect, CSFBDirect, Merck, Christie’s, Best Buy (project only), Kraft.

DDB, New York, October 1998 – October 1999

- Senior Art Director on Compaq, producing television, print, outdoor, direct mail. Compaq was a client from my previous job at Ammirati & Puris. When Compaq left my former agency, they asked me to come with them because they liked my work. My biggest project for Compaq was to do a series of television and print ads for their sponsorship of Sting’s world tour. That was fun.
- Other clients at DDB I’ve produced work for: Lockheed Martin, Johnson & Johnson, The United Way.

Ammirati & Puris, New York, June 1992 – October 1998

- Senior Art Director on a large variety of clients: Compaq, UPS, Labatt Blue, MasterCard, Aetna, Nikon, Stanley (started at A&P as Associate Art Director).

Education:

- University of Missouri, Bachelor’s of Journalism
- Portfolio Center, Atlanta

Interests:

- Extremely interested in technology, including gaming. I’m always up to the minute with latest news on what’s happening in marketing and technology.
- PC and Mac proficient.
- Expert in PhotoShop, Flash, Dreamweaver and a variety of other design tools (including HTML, PHP, ActionScript).
- Very good with working with clients and developing a personal relationship with them.

References Available Upon Request