



JON TAYLOR CARTER

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Highly-motivated, brand driven creative professional with over 24 years experience. Extensive knowledge in conceptualized design, brand style guides, production across all platforms (print, web, E-commerce, retail and 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. Proactive in finding new opportunities to streamline processes.

- Creative leadership
- Conceptual thinking
- Photo art direction and styling
- Design and process management
- Brand management and positioning
- Web, E-commerce and social media
- Budgeting and resource allocation
- Visual design for editorial layout
- Brand creation and reinvention

WORK EXPERIENCE

APRIL 2019 | CURRENT

CGI CREATIVE DIRECTOR | ART DIRECTION MANAGER

ACCENTURE SONG PRODUCTION STUDIOS

Accenture Song | Atlanta, Georgia | Portland, Oregon | Florianópolis, Brazil

- Lead the 3D creative and art direction for a team of CGI artists, scene builders, retouchers, and engineers with Accenture Song (formerly Cora Creative by CreativeDrive); by creating scalable CGI solutions for U.S., Canadian, Brazilian, Asian and European retailers with photorealistic lifestyle assets, 3D-Models, Metaverse development, virtual and augmented reality (AR) assets, plus automation and platform solutions
- Conceptualize and art direct completely customized, inspiring and multifaceted digital indoor and outdoor scenes
- Interpret client strategies for CGI, while setting inspirational creative tone, that delivers on client business objectives for retailers: The Home Depot, Wayfair, Walmart, Staples, Portobello, Art.com, Costco, and more...
- Manage team of Art Directors and Art Associates

MAY 2016 | JANUARY 2019

PHOTO ART DIRECTOR | DIRECTOR OF PHOTO ART

OVERSTOCK.COM

Overstock | Salt Lake City, Utah

- In 2016, built-out the creative management infrastructure for the OVERSTOCK Photo Studio in Salt Lake City, establishing standardized workflow, photography brand style guides, and creative processes for a high volume, deadline driven, fast-paced commercial photo studio — taking the footprint from 6K to 55K square feet, while hiring and developing a team of over 50 creatives
- Conceptualize, art direct and execute all home lifestyle environment and flat lay retail digital assets, including: video, photography, web, print catalogs, social media, email, SEO, buying guides and marketing campaigns
- Creative photo and video art direction for room layout/architecture, photo styling, lighting, narrative, design and product selection
- Direct and manage a team of staff photographers, stylists, art directors, videographers, set-builders, producers, AR/CGI creative, retouchers and merchandising coordinators
- Discover and manage a pool of regional and national freelance stylists, photographers and set-builders
- Create, from scratch, photography and video brand "Style Guides" for all media channels
- Photo art direct seasonal print catalogs, working closely with designers, merchandising and buyers
- Create story narrative and art direct video shoots for marketing, homepage and social media channels
- Partner with Director of Production on streamlining schedules for efficiency, and managing prop/set design budgets

CONTRACT: MARCH 2015 | MAY 2016
FREELANCE: SINCE 2000

CREATIVE DIRECTOR | PHOTO ART DIRECTOR | ART DIRECTOR | DESIGNER | STYLIST

Georgia | Utah | 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:
 - OCTOBER 2015 | MAY 2016 Adidas Global Brand Design | Designer | Portland, Oregon
 - MARCH 2015 | OCTOBER 2015 Fiction | Designer | Portland, Oregon
- 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

WORK EXPERIENCE (CONT'D)

SENIOR PHOTO ART DIRECTOR

TARGET CANADA

Iridio/RR Donnelley | Portland, Oregon

- Conceptualize, art direct and execute retail digital assets for TARGET Canada's web page, social media, direct mail, and weekly flyers and inserts. Focus on home environments, hard line tabletop, seasonal, on-figure, and soft good lay downs to align 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

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, photo interns and budgeting of freelance photographers and illustrators
- Developed 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 (closed in 2008)

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

EDUCATION

PLATT COLLEGE

Newport Beach, California

- Associate of Arts in Graphic Design and Visual Communications | 1999

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, Bridge, InCopy and Acrobat Pro X
- Knowledgeable in Capture One; Microsoft Office PowerPoint, Word and Excel; Apple iWork Keynote and Numbers; QuarkXPress; Enfocus PitStop Pro; CMS; Filemaker
- Digital photography, video, CGI, 3D-Modeling, and AR
- MAC based/PC proficient
- Workfront, Workday, ADP, Teams, Slack, Jabber, Asana, AltSpaceVR, Sococo, Zoom, Skype, and more...