

Jonny Bobgan

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Creative Director & Brand Designer

I create unique brand identities, compelling marketing campaigns, and engaging digital experiences. As a design leader, my process is grounded in strategy and driven by creative problem-solving and visual storytelling. My passion for modern workflows leads to better onboarding, cross-team collaboration, and improved design outcomes.

WORK EXPERIENCE

SkyKick and ConnectWise • 2021 – Present

Marketing Design Lead

As Marketing Design Lead, I led creative strategy and execution across digital campaigns, using insights and cross-functional alignment to drive results.

- Developed a public-facing resource library, driving a 113% increase in leads within 3 months by optimizing asset downloads and user engagement.
- Partnered with cross-functional teams to execute multi-channel marketing campaigns, significantly boosting product registrations and generating qualified leads
- Led design of high-impact assets—landing pages, eBooks, ads, emails, and video—for integrated marketing campaigns.
- Established and streamlined scalable workflows and design templates, reducing average project turnaround time by 50% and enhancing team efficiency
- Applied messaging frameworks, reporting, and customer insights to guide design decisions across the public website and key digital experiences
- Collaborated with executive leadership to create presentations for internal and external audiences, which contributed to multiple rounds of fundraising and a successful exit

Seekfire Creative • 2009 – Present

Creative Director and Brand Designer • Freelancer

As founder and creative lead, I help brands grow through strategy-led design, clear communication, and hands-on execution across web, brand, and marketing projects.

- **Work Forward – B2B:** Custom Webflow site and content hub increased qualified leads by and helped scale visibility for a top thought leader in the future of work.
- **The Crafty Cask – B2B, B2C:** Designed an engaging website, funneling users to points of conversion such as private event bookings, course enrollment, newsletter sign-ups, and more
- **Turtle Invitational – Event, B2C:** Brand and site overhaul increased ticket sales by 50% YOY and streamlined exhibitor registration, fueling significant growth for the event.
- **Rev-Charge EV Chargers – B2B:** Full brand package and website helped land 3+ regional and national EV infrastructure contracts.
- **Schuchart Construction – B2B:** New site led to a 30% increase in RFP inquiries and helped attract top construction talent by showcasing company values and portfolio.

TECH SKILLS

Design and Illustration:

Adobe Creative Suite,
InDesign, Illustrator,
Photoshop

Product Design & Web:

Figma, Sketch, Webflow,
WordPress, HTML, CSS

Video Editing and Animation:

After Effects, Adobe Animate,
CapCut, Descript, SVGGator

Content & Social: HubSpot,
ActiveCampaign, MailChimp,
Social

Productivity: Asana, Notion,
Trello, Miro, AI Workflows,
FigJam

Presentation: PowerPoint,
Keynote

EDUCATION

Graphic Design

Seattle Central Creative
Academy
2012

Publishing Arts

Seattle Central Creative
Academy
2010

Additional Education

As a lifelong learner, I have completed dozens of online courses. I'm currently enrolled in IdeoU's AI x Design Thinking Workshop Series.

- **Malcolm Pray Achievement Center – Non-Profit:** Post-launch saw a 40% increase in visits and 15% rise in online donations through better UX, storytelling, and conversion paths.

Big Thinkers Society • 2018 – 2021

Creative Director

As Creative Director for this brand strategy team, I translated strategy into impactful design, collaborating closely with talented strategists to turn insights into clear, creative outcomes.

Prospyr – Retail, B2C

- Created a logo and brand identity to evolve the brand for their new local audience, as well as their national audience for mail-in services during the pandemic.
- Established guidelines and assets for brand consistency across marketing touchpoints
- Designed a website to increase organic traffic and provide helpful points of user interactions, resulting in over 24K unique website visits in the first five months
- Integrated a virtual scheduling system that generated \$65K+ in 3 months during COVID.
- Designed lead generation pages and downloads, contributing to 125% growth in their email list

Washington Women in Need – Nonprofit

- Developed a logo and visual design system to resonate with the evolving audiences, guided by our team's research, user personas, and brand frameworks
- Created event branding, landing pages, and emails to increase engagement and donations, helping raise over \$300K in their annual fundraiser campaign
- Designed and developed an intuitive website that streamlines the experience for donors and grantees, resulting in a 45% increase in monthly donations

Vertetude • 2012 – 2017

Art Director

Bulletproof Coffee – Retail, Lifestyle, B2C

- Redesigned and managed the product packaging for over 30 SKUs to gain entry into major retailers
- Rebranded Bulletproof to make it culturally accessible to a global audience
- Developed brand guidelines and a library of visual assets, ensuring consistency across the brand
- Translated complex ideas from the Bulletproof Diet into clear, engaging infographics through strategic information design, making the diet easy to understand and follow.

United States Marine Corps • 2005 – 2009

Squad Leader • Full-time

As a Squad Leader, I gained invaluable insights into leadership and personal development. I discovered the crucial importance of putting others' well-being first and embracing team diversity. My international experiences also revealed empathy's power to counter hatred—a lesson that continues to shape my personal and professional endeavors.