



**CREATIVE DIRECTOR.
DESIGNER.
DEVELOPER.**

CREATIVE DIRECTOR IONIK

Toronto, Ontario
2018 - Present
ionikgroup.com

Ionik is an AI-driven performance marketing company. I lead its creative, designed its portfolio of consumer brands, whose funnels drove 250K+ sign-ups in a single month at a 97% registration rate, and built the brand for Verias, its data-cleaning platform.

I grew the creative team from 1 designer to 8 and have hired 20+ designers over the past 9 years. We A/B test our landing pages and use AI tools like Firefly, Midjourney and Claude, and I'm still in the files myself, down to every pixel and bezier curve.

CORE EXPERTISE

Creative Direction
Art Direction
Graphic & Web Design
Campaign Concept & Development
Creative Team Leadership
Client Presentation
Digital & Interactive Experiences
UX/UI & Experience Design
Design Systems & Brand Identity
Front-End Development

CREATIVE DEVELOPER JT CREATIVE

Remote
2020 - Present
jtcreative.design

JT Creative is my independent studio, where I take brands from first concept to launch. Since 2020 I've designed, built and launched 50+ websites and interactive experiences across entertainment, healthcare, biotech, energy and consumer brands.

Through Free Agents LA, I've built 20+ of those on Shopify, Webflow and WordPress. With their team I built the brand and website for Ready Responders, a mobile urgent care service launched during COVID, and helped build brands like Fantastic Fungi and Shroomboom.

CAREER NOTES

**Sports Authority
Corporate Headquarters**
Art Director & Production Lead
Denver, CO | 2007 - 2010

Walt Disney World Entertainment
Performer and Stage Lead
Orlando, FL | 1998 - 2007

The Catalyst Studio Agency
Jr. Graphic Designer
Orlando, FL | 2003 - 2004

SR. ART DIRECTOR JWT/GTB

Denver, CO
2013 - 2018
gtb.com

I was the Sr. Creative and Interactive Lead for Ford Motor Company of North America across JWT/GTB's national agency network, directing 30+ integrated campaigns with budgets from \$15K to \$1M across web, broadcast, digital, print, live events and retail showrooms.

I ran concept development with art directors, copywriters and production partners, from the first idea to the final cut.

Every month I pitched Ford's regional boards, defended the work and got it approved, keeping the creative tied to retail goals.

CLIENTS/AGENCIES

TrueCar
Sedulen
Fred Rogers Productions
Creative Search Consultants
Westlake Recording Studios
Free Agents LA
Ready Responders
Greta Rose Agency
4B Marketing Agency
Fantastic Fungi
Smart Grid Options
Palms & Paws

ART DIRECTOR KROENKE SPORTS

Denver, CO
2012 - 2013
ballarena.com

I was the senior designer across Kroenke Sports & Entertainment's NBA, NHL, MLS and NLL teams, including the Denver Nuggets, Colorado Avalanche and Colorado Rapids.

I set the visual identity and seasonal look for broadcast, in-arena, retail, web and digital, and made the campaign creative, merch, event branding, apparel and fan engagement pieces.

EDUCATION

Bachelor of Arts, Media Studies
Penn State University

Bachelor of Science, Media Design
Art Institute of Pittsburgh

REFERENCES

Furnished upon request

CREATIVE MANAGER OUTWARD HOUND

Denver, CO
2010 - 2012
outwardhound.com

I led product branding and marketing design across identity, packaging, product names, catalogs, retail displays and trade materials, including private label products for PetSmart and Petco.

I ran the digital side too, with HTML email campaigns, website reskins and banner ads for Outward Hound/Kyjen.