

John McCloy

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Listen to what the client says – but, more importantly – to what they mean.

Education

B.A., Fine Arts / Graphic Design, UCLA 1984.

Experience

ART DIRECTOR / GRAPHIC DESIGNER

Matsuno Design Group 1997–2011

I worked with a team designing international and national campaigns. Elements included: all print advertising, DVDs, posters, billboards, brochures, e-announces and internet banners.

CLIENTS: Universal Studios, Dreamworks SKG, Stephen Spielberg's Amblin Entertainment, Columbia-TriStar, Ron Howard's Imagine Entertainment, Warner Bros. and Disney.

CAMPAIGNS: *Harry Potter* series (1-7), *The Grinch*, *Saving Private Ryan*, *Gladiator*, *Shrek*, *Rocky: the Collector's Set*, *The Mummy* series and *E.T. 20th Anniversary Collection*.

ACADEMY CAMPAIGNS: *Flags of Our Fathers*, *Dreamgirls*, *American Beauty*, *Gladiator*, and *House of Sand and Fog*.

ART DIRECTOR

Graphic Orb 1994–1997

I coordinated a team of production and graphic artists for Columbia-TriStar's national theatrical advertising, preparing and distributing digital ads for all major national newspapers under intense high-pressure deadlines. I did it without strangling anyone. (Ha. So, you're still reading... good.)

CAMPAIGNS: *Jerry Maguire*, *The American President*, *The People vs. Larry Flynt*, *The Cable Guy*, and *The Mirror Has Two Faces*.

PRODUCTION ARTIST

Seiniger Advertising 1990–1994

I mechanicalized television ads for national distribution.

PRODUCTION ARTIST

CBS-TV 1986–1990

I prepared B&W ads for TV Guide for all CBS shows.

PRODUCTION ARTIST

GIA (Gemological Institute of America) 1984–1986

I worked on brochures and instrument instruction manuals involving type spec'ing, stat cameras, Lucies, waxing machines, T-squares and blue line pens. (i.e. the Mesozoic Period).

PRODUCTION ARTIST

KSCI-TV 1981–1984

I set up television title cards.

Skills

Photoshop, Illustrator, Quark XPress, Flash, Spanish.

Portfolio

Please visit www.johnmccloy.com/design.html