

JOHN PAUL TRAN

Creative Director

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<http://www.johnpaultran.com/artdirection>

Present

MyPublisher

Associate Creative Director

622 Third Avenue · New York · NY 10017

Responsible for the re-brand and re-launch including the overhaul of the existing website, direct mail, online marketing, as well as overseeing a team of 9 in the development of new product initiatives for e-commerce.

Present

Consulting / Freelance

Creative Director

Development of print campaigns from conception to execution for L'Oreal USA, Cole Haan, Talbots KAO Brands: Curel Lotion, Parlux Fragrances for Jay Z and Rhianna, Coty Fragrances; Sally Hansen, Claude Grant, Alabama Chanin, Freddy & Ma Handbags. Identity Productions; Maybelline, Verizon Wireless and Burlington Coat Factory, Kohl's.

September 2007 - May 2009

McCann Erickson New York · Kohl's Department Stores

Sr. Art Director

622 Third Avenue · New York · NY 10017

Art/Graphic Direction on national broadcast/print and layout for web campaign for celebrity driven Only at Kohl's brands including; Simply Vera Vera Wang, Lenny Kravtiz, Avril Lavigne, Vanessa Carlton, Plain White T's.

Concepted/executed storyboards and oversaw the artistic direction of all brand television/print shoots including hair, make-up, and styling; Including Brand and Retail Television. Worked directly with Account and Strategic Planning Departments to ensure successful delivery behind individual seasons current brand messaging.

July 2006 - September 2007

Sean John Fragrances · MAC Cosmetics · Estee Lauder

Sr. Art Director

130 Prince St. 4th Floor · New York · NY · 10012

Art Directed all national and international print and broadcast advertising for Sean John Fragrances including; packaging, outdoor/in-store advertising, direct mail and ROP.

Digital web; overall site including layout, video, product for e-commerce, banner ads.

Concepted/executed mood boards and produced and art directed photoshoots and fragrance campaigns. Worked with the internal team on the design of bottles, packaging and collaborated with merchandising department on the execution of all visual merchandising development. Worked with Public Relations and design team to ensure package design and PR material maintains brand identity.

October '01- July 2006

StudioPSD

Sr. Project Manager · Art Director

150 East 42nd St. · 13 Floor, New York · NY · 10017

Handled creative projects with President/CEO and Creative Chairman on in-house, pro-bono, and creative projects. Work directly with CMO and New Business Development Team on client pitches from beginning to follow-up stages. Handled miscellaneous projects and assignments with Corporate Communications and separate client accounts. Corresponded with outside vendors, in-house studio, and sister agencies to ensure project productivity and consistency.

Oversaw the creative direction and style of the re-branding of StudioCPS to StudioPSD. Worked with design team in the design of all marketing material.

April 2001- February 2002

Miguel Adrover · Fashion Design House

Freelance Public Relations

136 Bowery · 4th Floor, New York · NY · 10013

Collaborated with Head Designer and Creative Director on the implementation of promotional material. Worked with Public Relations Director on events and fashion shows to ensure creative direction was consistent with seasonal theme. Oversaw the proper usage of clothing and accessories samples.

Education

Fashion Institute of Technology

Continuing Education in Fashion Design Studies