

# JOHN DALTON

## CREATIVE DIRECTOR • DESIGNER

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*Perceptive, versatile, experienced creative lead with a proven record of innovative, bold choices in both design and content deployment. A confident team leader, an excellent collaborator, an open and thoughtful communicator. Both a strategic thinker and an expert production artist with a diverse portfolio spanning many different media. Years of passionate non-profit projects combined with the firm execution of high-end corporate brand work.*

### CORE COMPETENCIES, PROFICIENCIES, AND SKILLSETS

Strategic content deployment; information architecture; design as both aesthetic experience and communication tool

Proficient with both Windows and Mac OS; conversant in the following programs:  
Adobe Creative Suite 3, After Effects; Nemetschek VectorWorks, RenderWorks, Architect  
Autodesk AutoCad; Autodesk FormZ; Adobe Flash, Dreamweaver, Fireworks, Director  
Quark Express; Microsoft Word, Excel, Powerpoint

Sketching and rendering in pencil, ink, and paint; architectural drafting

### EXPERIENCE

#### PRINCIPAL - ELEMENTAL DESIGN: 1992 - PRESENT

16 years of experience in every avenue and medium of the design world.

- Designed Unleashed by Petco, the company's first spinoff store and new brand.
- Environmental design and corporate events for Nike, , Coca-Cola, Sprite, Citibank, and Shell.
- Print graphic design for Playboy, Shure, Architecture magazine, and Lookingglass Theater Company.
- Set designer 30 professional theatrical productions.
- Museum exhibition design for The Kohl's Childrens Museum, The Morton Arboretum, and the US Holocaust Museum.
- Lead exhibition designer and developer for Revealing Chicago: Aerial Portraits by Terry Evans—the first photo exhibition in the completed Millennium Park, Chicago, IL
- Nominated for a Joseph Jefferson Award for Scenic Design in 1999 for The Great Fire, a Lookingglass Theater production
- Designed both the exhibition and graphics for The McCormick Tribune Bridgehouse and Chicago River Museum
- Developed and designed the exhibition, graphics, and promotional material for Lake Forest Academy's Sesquicentennial Museum, 150 Years of Excellence. Redesigned Lake Forest Academy's logo in the process
- Designed the production of Black Mail, a feature length film starring Taylor Nichols, for Fergus Films and Akru Productions
- Designed front-end/GUI, graphics, and Flash animation for Zaphots, Parkway Photo and Imaging, Judy Ferraro & Associates, Malehide.com, Neoteric Design, and McDonald's.
- Founder, ensemble member, and designer-in-residence for InPact Theater Company
- Artist, illustrator and layout designer of 80+ page publications for Chaosium, Inc.
- Designed print ad campaigns that have appeared in The Chicago Tribune, the Chicago Reader, Transworld Skateboarding, Event Solutions, Architecture, and the Crains Chicago Business Annual Meeting Planners Guide
- Scenic and lighting designer for the Piven Theater Company's entire 2002-2003 season
- Managed budgets of over \$200,000
- Hired and managed general contractors, fabricators, web designers, and graphic designers
- Guided teams of exhibition professionals, social scientists, and administrators toward project goals

#### DESIGNER/MARKETING DIRECTOR - PRODUCTION PLUS: 2006 - 2008

Took a 30 year old company through its first major national marketing campaign; upgraded its website, launched its eZine, rebranded the company, connected it with the Chicago business community, and deployed an ad campaign across print and the web.

- Managed a marketing budget of over \$40,000
- Wrote, designed, and published Solutions By Design: the monthly Production Plus eZine
- Designed, bought, and deployed print ads and flash banners
- Designed corporate theater and product launches for US Cellular, Indevus, Quest Food Services, SC Johnson, and SAP
- Graphic designer for assorted projects from murals to banners to scenic backdrops

## SENIOR EXHIBITION DESIGNER - THE FIELD MUSEUM OF NATURAL HISTORY: 1999 - 2005

Designed content delivery systems for exhibitions of all sizes, ranging from 2000 sq. ft. photo exhibitions to 10000 sq. ft. multimedia showcase exhibitions. Collaborated with curators and scientists from institutions all over the world; The British Museum, the American Museum of Natural History, The Smithsonian, the Fondazione Memmo in Rome, the Abbey of St. Thomas in Brno, Czech Republic, and the curators of the Forbidden City in Beijing.

- Lead designer on many temporary exhibitions, including:
  - Gregor Mendel: Genius of Genetics
  - Dinosaur Dynasty
  - Sue's Dinosaur Discovery Dig
  - Treasures of the Americas
  - Eternal Egypt: Masterworks of Ancient Art from the British Museum
  - Cleopatra: From History to Myth
  - Terry Evans: From Prairie to Field
  - Archaeological News from the Holy Land
  - A Celebration of Souls: Day of the Dead in Oaxaca
  - Kachinas
- Lead designer for many permanent spaces, including:
  - The Crown Family PlayLab
  - The Pawnee Earth Lodge: reinstallation and renovation
  - The North American Indian Hall
  - The Pritzker DNA Laboratory (proposed)
  - The Small Treasures Gallery
  - The Webber Gallery

## DIGITAL DEPARTMENT SUPERVISOR - PARKWAY PHOTO AND IMAGING: 1998 - 1999

Ushered a 40 year old photographic printing company into the digital age.

- Introduced new high-end imaging technologies; oversaw the purchase and installation of a Lambda.
- Revamped work processes in the Digital Imaging Lab
- Hired, trained, and evaluated employees
- Created and maintained archiving systems and protocols.
- Became conversant in Windows networking software; administered both Windows and Mac machines on the same network

## SALES MANAGER - AWH SALES: 1993 - 1998

Managed sales staff of America's largest skateboard distributor

- Bought and sold inventory valued at over \$100,000 per week.
- Designed their catalog, ad campaigns, promotional material, and redesigned their logo

## TECHNICAL DIRECTOR - ORGANIC THEATER COMPANY: 1995 - 1997

Built sets; staffed and maintained three theater spaces; controlled and upgraded lighting and sound inventories; managed multiple renting theater companies and their productions.

- Worked closely with the managing director to redefine the workflow of the rental productions and the company in residence
- Oversaw the purchase and installation of a \$50,000 lighting system

## EDUCATION

### NORTHWESTERN UNIVERSITY: 1987 - 1991

- Bachelor's Degree in Theater with a concentration in design.

## REFERENCES

George Ranney	President & CEO, Metropolis 2020 • 312.332.8181 • <a href="mailto:granney@cm2020.org">granney@cm2020.org</a>
Greg Seremetis	Director of Marketing, Petco • 858.784.3445 • <a href="mailto:gregse@petco.com">gregse@petco.com</a>
Michael Burns	Creative Director, The Shedd Aquarium • 312.692.3362 • <a href="mailto:mburns@shedd Aquarium.org">mburns@shedd Aquarium.org</a>
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