

JOHN GUZMAN

CREATIVE DIRECTOR | TEAM LEADER

+1-210-870-6476
jg@johnguzman.com
838 Celestial View
San Antonio, TX 78210

PROFESSIONAL PROFILE

An experienced commercial artist and creative director across multiple disciplines, having built a 30+ year career not only designing, writing, animating and directing a wide range of creative and advertising efforts, but also leading, energizing, mentoring and advocating for other creative professionals in our field - whether new to the industry or seasoned peers.

EXPERTISE

- Individual and Team Development
- Authentic, Catalyst Leadership
- Creative Direction
- Graphic Design
- Copy Writing
- Motion Design / Animation
- Video Post Production
- Sound Design / Composing
- Photography
- PHP/SQL/HTML
- Problem Solving & Crisis Mitigation
- Hot Sauce Creation (*I mean, REALLY hot*)

EDUCATION

AA, Visual Communication

Al Collins Graphic Design School
Phoenix, AZ 1993-1994

CERTIFICATIONS

Level III Certification

Trained in SoftImage and Lightwave
Mesmer Animation Labs
San Francisco, CA 1996

WORK EXPERIENCE

Director, Creative Services

USAA | 2015 - 2024

As a working creative director, I'm honored to have led multiple teams (simultaneously, sometimes) of designers, writers, producers and videographers across scores of efforts, large and small. Together, we have helped build some of the highest performing creative in USAA's advertising history and have built a reputation for our team culture as well as expertise. Some highlights of this role include:

- Multiple national TV campaigns from inception to traffic including successful commercials featuring Rob Gronkowski, powerful brand spots and emotionally driven messages to the military community
- Long term cross-functional team campaigns and rebrands
- Fellow architect of a new television campaign direction for the company that lasted years
- 4 year term in the additional role of Ethics Facilitator for a 400+ person Marketing organization
- Seasoned hiring manager and interviewer
- Mentor and advocate for professionals and peers within my team and in the wider organization.

Lead Designer & Consultant

USAA | 2010 - 2015

Prior to serving as Creative Director, I joined the USAA team as a contract Designer, and then earned a Lead Designer role, progressively contributing to many of the efforts listed above. From a modest creative team of 4 early on, I'm honored to have helped our leadership build an in-house agency of nearly 70 talented people as of this year.

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REFERENCES

Nick Wendel

Associate Creative Director/USAA

E: Nickwendel2@gmail.com

George LeBrun

CEO/Evolved Digital

E: george@evolved.digital

Chris Blankenship

Partner/ProductionFor

E: chrisb@profor.com

Amy Engallina

Chief Marketing Officer/Credit Human

E: aengallina@gmail.com

WORK EXPERIENCE (CONTINUED)

Executive Creative Director

Social Instinct | 2009-2010

Along with a talented design and technical team, helped design and develop a proprietary private social network platform

- Built prototypes for Disney Vacation Club, Zappos and more.

Consultant, Creative Director

Various Clients | 2000 - 2009

Worked as an independent consultant designer and creative director for partners including Enthuze, Inc., Chicken Soup for the Soul, Fellowship of the Woodlands, Masters Developments and others.

Internet Designer/Developer

Bryan Media Group | 2000 - 2002

Supported creative team in local advertising and broadcast content

Art Director

Futech Interactive Products | 1998-2000

Supported a talented Creative Director and creative & content team in the construction of one of the world's first complete edutainment platforms for kids, built completely in Flash

Lead Designer

Market Direct | 1996-1998

Graphic Designer

Sharp Advertising | 1994-1996

Petty Officer, 3rd Class

Destroyer & Frigate Sailor | United States Navy | 1988-1992