



# -john fervoy design

Innovative and versatile designer with extensive experience helping executives tell their story live. Working independently or as team player to deliver original concepts and inspire results in the boardroom, the ballroom, or on screens anywhere. Leveraging this experience to create campaigns for smaller clients to achieve big results. Crafting brand identities and messages across various media to capture attention, spread the word and motivate action.

## find me here

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- http://fervoy.com
- Evanston, IL
- in
- fb
- pin

## skills



## companies worked with



## john fervoy design (2003 - Present)

**Presentation Specialist:** Designed, produced and served as on-site operator for corporate communications agencies and their Fortune 500 clients.

**Art Director:** Developed theme graphics, presentation templates, storyboarded/designed executive presentations and videos

*"John has been an integral component of Mobilisation for over two decades. We engage him on every project we work on. John is a listener first, methodical in his approach, and dead-on creative in his execution. We love him for his dry sense of humor and our clients enjoy the experience working with him. We routinely ask him to work outside of his comfort zone and he has never failed us. John has played a role as Creative Director, Art Director, Video Graphic Designer and Brainstormer. We think the world of John."*

-Joe Destephano & Candace Hrones, Mobilisation

**Campaign Direction:** Design and orchestration of promotional campaigns for small business across multiple media to elevate the message and achieve big results.

*"John has a truly unique combination of talents. He is enormously creative, easy to work with, and always shows a willingness to understand what we need. At the same time, his work is always surprising and wonderful. We have used his design and layouts for posters, mailers, website, cds and packaging. They have had a huge impact on our 'look' and always elicit wonderful comments from our audiences and our board."*

-Bob Bowker, Director of Lakeside Singers

## Rand McNally (2000 - 2003)

**Senior Designer, Electronic Product Development:** Designed software interfaces for consumer, business, commercial and educational products on web, PC, and mobile. Involved in all phases of design process from competitive analysis, user research, concept development, prototyping, development, testing, and documentation. Designed app that won the 2001 Codie Excellence in Software Award for Best Handheld Application. Designed prototype that helped win multi-year contract. Redesigned the randmcnally.com Travel Store resulting in holiday sales increase of 64% over previous year while shopping cart abandonment decreased to 20%. Sought out by senior management to create executive presentations, interactive tradeshow displays, and software demos to sell new concepts internally and externally to corporate partners.

*"John's work in creating multimedia presentations has been recognized throughout the company at the executive management level as superb, to the extent that other departments now request 'a Fervoy', meaning a very high quality demo or presentation."*

- Dave Marsh, Director of Advanced Technology, Rand McNally

## john fervoy design (1993 - 2000)

**Presentation Specialist:** Designed, produced and served as on-site operator for corporate communications agencies and their Fortune 500 clients.

## VTI Communications (1989 - 1993)

Art Director, Production Artist

## Chartmasters (1986 - 1989)

Computer Graphics Artist, Shift Leader, Production Manager

## University of Wisconsin, Madison (1981-1985)

BS, Journalism/Advertising

## where in the world I've worked

