



john-ledda.com

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References available upon request.

Academy of Art University – San Francisco, CA

MFA – Illustration

September 2011 – August 2014

Oakland University – Rochester, MI

BA – Studio Art – Drawing / Minor in Graphic Design

September 2007 – April 2011

Internet Creative Manager – Pottery Barn Kids

October 2016 – Present

- Train and develop a team of six designers
- Oversee weekly and seasonal updates of website, email, eMarketing, and social media assets
- Keep creative competitive with industry standards
- Develop and maintain process between creative and developers, merchants, and deployment
- Partner with the Creative Director to ensure business and creative deadlines are met

Senior Email Designer – PBteen

October 2015 – October 2016

- Designed original email layouts, taking projects from concept to completion while working within the parameters of the brand style guide
- Represented ideas and process at partner meetings, and oversaw integration of creative with partner teams
- Trained and developed the Assistant Email Designer

Email Designer – PBteen

February 2015 – October 2015

- Supported key business initiatives with email campaigns and templates, including content, promotional, retail, and dynamically driven campaigns
- Spearheaded seasonal refreshes of event triggered emails, accounting for over half of all email sales

Assistant Email Designer – PBteen

February 2014 – February 2015

- Worked with the Senior Email Designer to create emails to support key business initiatives
- Collaborated with merchants and analytics teams to maximize email performance
- Supported the social team with content for the blog and social media platforms, including infographics, image banners, Pinterest pins, and paid social marketing

Graphic Designer – hiredMYway.com

May 2011 – December 2013

- One-man design department tasked with developing and designing all materials for both print and web