

John Kozak

Fremont, CA 94539 | C: 510.304.0729 | 2johnkozak@gmail.com

A proven team leader with a talent for bridging the gap between brand vision and creative implementation. A key facilitator with an extensive history of building and enhancing creative marketing teams. Experience encompasses the entire design cycle, with over 25 years in creating, expanding, and evolving brand communication. Proven ability to manage all aspects of client and vendor relationships, both internal and external.

Skills

- Creative and strategic self-starter with an aptitude for syncing multiple brand programs simultaneously
- Direct the development of brand building, guidelines, style guides, and specifications
- Motivated by excellent brand development and focused messaging
- Research, strategy, concept, direction, execution, and team training
- Creating and maintaining budgets for both internal and external clients
- Problem solver that is motivated by obstacles, deadlines, and cost containment
- Strong interpersonal and communication skills, able to combine leadership and approachability
- Values and instills team accuracy, time management, and attention to detail
- Versatile brand development (ads, collateral, digital, display, interface, social, trade show, web, white papers)
- Point-of-sale and trade show display development (structure, design, production)
- Diverse marketing development (advertising, digital, retail, social media, trade show, video, UX/UI)

Experience

Director / Founder

BIG Design, Inc. — Fremont, CA 01/2002 to Current

BIG Design is a full service design and branding agency. Founded the company from the ground up. Initiate and manage all aspects of the business including strategy, creative, internal process, financial planning, and sales.

- Grew the business to \$3m in annual sales while serving as director and business manager
- Coordinates and reviews all aspects of the brand building process from research, strategy, concept, and execution
- Define strategies for brand differentiation and evolve messaging to build positive brand awareness
- Direct the development of brand building, guidelines, style guides, and specifications
- Leader in project planning, market evaluations, focus groups, and brand strategy on key campaigns
- Head all aspects of the brand building process from research, strategy, concept, and execution
- Collaborate with all internal teams to facilitate the creative process and consistent brand communication
- Define strategy, creative, and logistics for corporate trade show programs and post event activation
- Develop a full range of brand touch points (ads, collateral, POS displays, packaging, trade show, video, and more)
- Develop digital solutions (web, interactive, UI / UX, email campaigns, social, and more)
- Work closely with corporate clients to ensure a seamless relationship with internal stakeholders
- Acquire, direct, schedule, and manage creative work flow for both internal and external resources
- Account manages client projects, creative briefs, budgets, estimates, milestones, procurement, and all client interaction
- Work closely with key clients to develop and grow major brands:
 - SanDisk, Norton, Western Digital, Toshiba, Blackhawk Networks, and more
- Acquire, develop, manage, and motivate a team of 7-10 employees
- Coordinate complete production and product cycles to market
- Spearhead the pay-per-click and SEO programs (research, strategy, testing)
- Manage company forecasts, proposals, billing, and budgets
- Values team building, training, and continued mentorship

Experience (Continued)

Creative Director

NorthPole, Ltd. — Fremont, CA 01/1996 to 01/2002

Built and managed an in-house creative team of 3-5 designers for a worldwide private label manufacturer of sporting goods and leisure goods. My team was responsible for product brand development, private label implementation, packaging, point-of-sale, and sales presentation materials for several major retailers and club stores.

- Established the internal creative department from the ground up
- Built, hired, and trained a creative team which helped double the company sales in 3 years
- Implemented a successful work flow process to manage all retail design and production for \$300m in sales
- Spearheaded new global processes to improve color consistency, print quality, communication standards, and file management with overseas offices and international printing
- Designed and developed private label package identities for several major brands including: Columbia, Hillary, Ozark Trail, Northwest Territory, Quest, and more
- Coordinated presentations and sales support materials for large, bi-annual meetings for major retail clients: Walmart, Kmart, Sears, Costco, and more
- Designed, coordinated, and implemented large trade show spaces at the annual Outdoor Retailer show

Senior Designer/Art Director

Fierro Design — Fremont, CA 01/1992 to 01/1996

Package and brand design for major produce marketing companies. Responsibilities included logo development, package design, production art, brand guidelines, collateral design, and press checks.

- Lead packaging designer for national brands: Sunkist, SunWorld, Dole, Washington Apple, and more
- Developed logos and identities for several new brands
- Produced production ready separations for direct print flexo packaging
- Managed pre-production, color matching, and press checks for several large print projects around the country
- Designed and managed tradeshow display at annual Produce Marketing Association show

Activities

Head Coach

Mountain View Volleyball Club

Washington High School Varsity Volleyball Program

Develop, inspire, and teach young athletes through the sport of volleyball.

- Develop team potential through ownership and teamwork
- Mentor players skills and expand their expectation for growth
- Define and lead the team culture of commitment, effort, and collaboration
- Bronze medal, Boys Junior Nationals 2016
- Bronze medal, Boys Junior Nationals 2017
- Coaching certifications: USA Volleyball: IMPACT / SafeSport

Education

Bachelor of Science, Graphic Design

San Jose State University

- NCAA Division I Athlete in Track and Basketball