

# JOHN GUZMAN

CREATIVE DIRECTOR | TEAM LEADER

+1-210-870-6476

jg@johnguzman.com

838 Celestial View  
San Antonio, TX 78210

## WHO I AM

I'm an experienced creative director across multiple disciplines, having built a 30+ year career not only designing, writing, editing, animating and directing a wide range of creative and advertising efforts, but also directly leading and mentoring teams of creatives, producers, editors and more, whether new to the industry or seasoned peers.

I believe making best-in-class creative is as important as making deadlines and strive for effective servant leadership, driven by passion for the success of our teams and our work.

## WHAT I CAN BRING

- Authentic, Catalyst Leadership
- Team Coaching and Mentoring
- Concept/Big Idea Development
- Strategic Vision and Execution
- Brand Development/Adherence
- Creative Direction
- Confident Presentation
- Capacity/Workflow Oversight
- Copy and Script Writing
- Graphic/Motion Design
- Video Post Production
- Sound Design/Composing

## WHAT I'M DOING & PREVIOUS WORK EXPERIENCE

- **Creative Director (*Director, Creative Services*)**      *USAA | 2015 - PRESENT*  
As a 'player-coach' creative director, I'm honored to have led multiple teams of designers, writers, producers and videographers across many of USAA's major efforts, large and small. Together, we have built some of the highest performing creative in USAA's advertising history and have cemented a reputation for our team culture as well as expertise. Some highlights of this (and my previous) role:
  - Long term cross-functional team campaigns including Veterans Day, Memorial Day, the USAA Centennial milestone and several major re-brands
  - Multiple broadcast TV and social campaigns from concept to air including successful commercials featuring NFL legends Rob Gronkowski and Ron Rivera, powerful brand spots and emotionally driven messages to the military community in honor of significant and sensitive observances
  - Development of an innovative 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 for scores of new team members
  - Leader, mentor and advocate for professionals and peers within my team and in the wider organization, often serving multiple teams at once
- **Lead Designer & Consultant**      *USAA | 2010 - 2014*  
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 as many as 70 creatives and producers.
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## WORK EXPERIENCE (CONTINUED)

### **Executive Creative Director** *Social Instinct | 2009-2010*

Along with a talented design and technical team, we created a proprietary private social network platform in Adobe Flex. During product development, I helped build prototypes for Disney Vacation Club, Zappos and more.

### **Consultant, Creative Director, Art 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. Projects ranged from web site development and maintenance to visual brand development, photography and more.

### **Designer, Developer** *Bryan Media Group | 2000 - 2002*

I joined a small but effective creative team in a local advertising and broadcast agency as a designer, web page designer, and assisted with video and audio post production.

### **Designer, 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. Illustrated and animated numerous characters and environments as well as wrote HTML and ActionScript.

### **Lead Designer, Animator** *Market Direct | 1996-1998*

Designed and deployed printed and video creative for private post-secondary schools like Brooks College, Le Cordon Bleu, and more.

### **Graphic Designer** *Sharp Advertising | 1994-1996*

Graphic designer for primarily newsprint advertising for several large clients, notably Big O Tires.

### **Petty Officer, 3rd Class** *Destroyer & Frigate Sailor | United States Navy | 1988-1992*

Served Active Duty as an enlisted engineering sailor on destroyer DDG-2, frigate FF-1053 and Oiler AOR-1, all boiler powered steam ships. Served as a boiler room fireman and eventually an Electrician's Mate 3rd Class (EM3).

## EDUCATION AND PROFESSIONAL DEVELOPMENT

### **AA, Visual Communication**

Student, and later an Instructor  
Al Collins Graphic Design School  
Phoenix, AZ 1993-1994

### **Level III Certification**

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

### **Toastmasters**

San Antonio Participant

### **Effie Academy**

Marketing Effectiveness, NYC