

JOHN TAYLOR

WWW.JOHNCLIFFORDTAYLOR.COM

GRAPHIC, WEB, UI/UX DESIGN
MARKETING CONSULTANT

INFO



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OVERVIEW

Creative and versatile web/graphic designer with a passion for marketing consulting. Proficient in Adobe Creative Suite and skilled in UI/UX design, branding, and digital marketing strategies. Proven track record of delivering visually stunning designs that drive engagement and conversions. Strong communication and collaboration abilities to effectively interpret client needs and exceed expectations.

SKILLS

CORE COMPETENCIES

- Graphic & web design
- UI & UX design
- Print & merchandise design
- Video creation & editing
- Marketing consulting
- Client relations
- Project management

PORTFOLIO WEBSITE



EDUCATION

- **Bachelor of Fine Arts**
Cum laude
Savannah College of Art and Design
2005
- **Associate of Applied Arts**
Lansing Community College
2002

WORK EXPERIENCE

Creative Director & Web Design Lead

Purposeful Marketing Group (PMG) - Lansing MI

2015 - 2024

www.PurposefulMarketingGroup.com

Marketing services designed to empower visionary leaders. Leverage data-driven marketing strategies (Research, Branding, Web Design, Traffic) to craft clear messages that resonate with target audiences. Partner with clients and internal teams to analyze focus group results and develop actionable plans that drive profitable growth. This collaborative approach ensures clients achieve measurable success and leave a lasting positive impact in the communities they serve.

- Web Design
- Marketing Consulting
- UI / UX Design
- Graphic Design
- Team Collaboration
- Client Relations

Web / Graphic Designer

UZoom Media & Communications - Lansing MI

2011 - 2015

Leveraged design expertise in a team setting to deliver successful web & graphic projects for clients. Achieved brand consistency and user-centric experiences that boosted client satisfaction.

- Web Design
- Team Collaboration
- UI / UX Design
- Graphic Design
- Client Relations

Web Designer

Lansing Community College - Lansing MI

2009 - 2011

Designed user-friendly web experiences for Lansing Community College, collaborating with creative teams. Led faculty training and outreach initiatives to ensure departmental alignment with the college's online presence.

- Web Design
- Team Collaboration
- Graphic Design
- Faculty Training