



Hi there,
I'm an **Art Director** and **Designer** based in Toronto, Canada.
I love art and aesthetics of any kind. Always in search of new styles and forms of self-expression to improve my skills. I'm adventurous, interested and **constantly inspired by new things and new people.**

Abilities

JOHN KOKOSKI

Art Director

johnkokoski.com

jp.kokoski@gmail.com

289.680.0844



Illustration & Sketches



Creative Concepts



Logos & Branding



Graphic Design



Photography & Retouching



User Interface

Skills



Experience

Klick Health -- Sr. Art Director, HCP Lead

My beginnings at Klick as an intermediate Art Director (AD) on their Catalyst team quickly shifted – within 2 months, I was moved to work on new business with team Takeda. My writer and I were quickly onboarded and began doing pitch work for new pharmaceuticals, as well as rebranding work for some existing clients. Shortly after winning the new business, we transitioned into a lead position on one of the team's largest clients, Trintellix. Focusing and specializing on the Healthcare Professional (HCP) side of the business, we were named the HCP leads for the brand and worked directly under our creative leadership.

Among typical AD duties, I have also begun training and onboarding new hires and freelancers to the HCP brand to ensure that all of the work is uniform and consistent across HCP executions. We were also responsible for leading a label update, along with the complete overhaul of our HCP campaign and online assets. So far, this position has taught me extensively and helped me align my experience with my future career goals. Overall, I believe I have grown a lot within this role and have learned which areas I need to improve in.

August 2019 - Present | Toronto, ON.

BMG -- Art Director

I took on a role at BMG Canada within weeks of my return from Australia. Since day one, I had been given plenty of opportunities in the form of tackling many different roles and the respective tasks that come with them. This agency was much smaller than my previous workplaces. As a result, everyone here was constantly trying on new hats. I had taken a deeper dive into the responsibilities of an Art Director, as well as roles in data analysis and data science, and how to apply them to client projects.

Our goal was to find a whitespace in the market where that client could organically join and become the centre of conversation. This agency, and the work I had been a part of here, taught me to learn and adapt in a constantly changing environment.

The majority of my responsibilities here were typical of my main role; creative concepts, design and layout, along with client facing. Due to the small size of the agency, I was also tasked with managing production of creative into the marketplace and overseeing direction on some outsourced production.

The work was often very demanding, fast-paced and crunched for time. Time management was absolutely essential. The expectation for high-quality production, along with self-managing production was constantly pushing me forward and improving my abilities each day.

July 2017 - May 2019 | Toronto, ON.

Freelance -- Art Director

I worked at a number of agencies and design firms throughout the year on freelance contracts. This was a new experience for me since my previous freelance work had always been directly with my clients, not in an agency environment.

The duties and responsibilities were largely the same, though. These freelance opportunities taught me how to adapt very well to the cultural and advertising language differences that Australia has. I always try to apply what I learned here back in the Canadian industry.

August 2016 - July 2017 | Melbourne, VIC.

Publicis -- Junior Art Director

I took on a role at Publicis in early-August. My partner and I were responsible for the Rogers account, and had been given a ton of opportunity to create some interesting work. Here, I learned how to manage and meet expectation of a large account. It was a great experience working with plenty of truly talented people.

My responsibilities here included creating concepts for campaigns and blowing ideas out into many different medium. Creating presentation decks with reference images and descriptions of ideas, followed by preplanned ecosystems of how each form of media tied into each other at every stage of the campaign. The work was often very demanding and fast-paced, so project management was absolutely essential. The expectation for high-quality production also helped further my skills and constantly push for the best work possible.

August 2015 - August 2016 | Toronto, ON.

TBWA -- Junior Art Director

I started out at TBWA as a Junior Art Director. During my time there, I worked mainly on Not-For-Profits, Nissan, Sport Chek, Gatorade and Petro Canada. I had an extensive learning experience and had plenty of support through the bigger projects. My partner and I were given a large opportunity and created some amazing work.

My responsibilities here included working with other creative teams to pool ideas and help create interesting, integrated campaigns. I was often tasked with creating presentation decks, reference imagery, as well as expanding ideas into campaigns. A lot of the work that came through here was for Nissan, and I was brought onto a number of their commercial briefs alongside another more senior team. Here, I learned about how different types of projects unfold at different stages. It was an eye-opening experience that I will not forget.

May 2015 - August 2015 | Toronto, ON.

Lowe Roche -- Art Director Intern

Before graduating, I was brought onto the team at Lowe Roche as an intern with a Copywriter from school. We worked alongside a full-time creative team to learn the process of working for clients in an agency environment. We were also given work, ranging from print and web design to campaign concepting and branding.

February 2015 - April 2015 | Toronto, ON.

Education

Mohawk College

Advertising and Marketing Communications

Experience working with real clients for our in-house agency, alongside Account Managers, Project Managers, PR, Media students and other creatives.

September 2012 - May 2015 | Hamilton, ON.

Awards & Merit

