

John Cornette

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Objective

Create branded communications that raise awareness and initiate meaningful interactions both online and off.

Experience

BBDO, New York

Associate Creative Director, January 2010 – Present

- Concepted and produced various executions for GE (iPad, iAd, TV, Print, Rich Media).
- Created a series of iPad ads for the first digital issue of Wired magazine.

JWT, New York

Art Director, February 2008 – January 2010

- Concepted, designed, and oversaw digital production for award winning Debeers Unbreakable Kiss campaign (holiday 2008).
- Led the interactive development on new business pitches for Jose Cuervo and Microsoft.
- Worked with traditional creative teams on integrated work for Rolex and Macy's.

R/GA, New York

Art Director, May 2005 – February 2008

- Led a large team of designers and developers in the creation of large scale projects in Flash, DHTML, and HTML
- Collaborated on various new business pitches including Subaru and HBO
- Redesigned verizon.com and worked to establish global standards
- Designed complete standardized Verizon Wireless cellular interface
- Developed and visually designed Flashlite 2.0 menu systems for cellular devices

DiMassimo Brand Advertising, New York

Interactive Director, August 2004 – May 2005

- Lead the design and development for multiple sites including Joseph Abboud Clothing, and the DiMassimo corporate site
- Directed and produced promotional videos for Fairmont Hotels & The Plaza Hotel
- Created and managed maintenance plan for major brands; including tracking web metrics, store locator, and user response postings

Education

University of Central Florida
Bachelor of Fine Arts, 2002
Pasadena City College, Pasadena, CA

Qualifications

Photoshop, Illustrator, InDesign, Flash, AS2, Dreamweaver, Final Cut Pro

Awards

- Gold Pencil - One Show Interactive 2009 - Integrated
- Merit - One Show 2009 - Integrated Branding
- Bronze - Cannes Cyber Lions 2009 - Websites & Microsites
- Bronze - Cannes Lions 2009 - Ambient Media
- Bronze - CLIO Awards 2009 - Content & Contact
- Shortlist - Cannes Lions 2010 - Best New Product Launch