



John Morrey

Leader in Graphic Design & Branding



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HOW I ADD VALUE

Increased customer & employee satisfaction, sales, and productivity through

Branding & Engagement

Graphic Design

UI Design & Development

Illustration

TOOLS I USE

Creative Cloud

Photoshop

Illustrator

InDesign

XD

Figma

Firefly

Web Development

HTML

CSS

Javascript

JQuery

Bootstrap

PHP

MySQL

Custom WordPress

Other Tools

Keynote

PowerPoint

Project Management

Design Thinking

MS Office

I am an expert in branding, design, illustration, UI, and web development. I know how to tell an engaging brand story at every level of the company, from marketing to front-line delivery to create memorable experiences. I lead others to reach their potential through empathy, accountability, and inspiration. I am driven by a desire to add value to people's lives and do everything I can to help others to succeed.

WORK EXPERIENCE

Lead Designer & Brand Manager | Saela (2013–2024)

- Responsible for brand identity that helped the company grow from \$9M to \$60M in revenue in 10 years
- Designed, prototyped, developed, and managed 18 company websites over a 10 year span
- Designed and aided in development of proprietary software that we marketed and sold to other pest control companies
- Managed brand consistency through 5 major departments
- Played a major role in helping a \$60M company re-brand across 26 branches
- Created quality content for effective marketing efforts and campaigns, including print, digital, social, and promotional assets which helped the marketing department grow from around 1000 leads/month to 4400 leads/month during a 5-year span
- Conducted research and held workshops using Design Thinking methodology to improve employee experience
- I managed and lead a graphic designer and collaborated with other departments while holding them to deadlines

Graphic Designer | Origin Studios (2011–2013)

- Contributed to the logo development of the popular game Fortnite
- Designed quality content for high-profile clients such as Xbox, PlayStation, Wii, Best Buy, and Walmart
- Designed logos, packaging, and created marketing assets

Contracted Graphic Designer | Love Communications (2011)

- Assisted in design of web pages including HTML markup and Photoshop mock-ups

Senior Graphic Designer | MarketSplash by HP (2007–2011)

- Designed Logos, websites, and marketing print assets for various clients.

AWARDS

Published in 2011 Communication Arts Typography Annual

AIGA 100 Show, Merit Award, May 2008

Logos published in Logo Lounge

Published in Southwest Art, 100 Runners Up Award, 2016

2018 Samy Award, Marketing Team of the Year

EDUCATION

Utah State University (2001–2006)

BFA Degree in Graphic Design, Dec 2006