

John Sturniolo

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Highly experienced Senior Graphic Designer with strong track record of working on high profile campaigns, across different mediums and platforms. Proven ability to build successful relationships with clients to deliver high levels of innovation and customer satisfaction. Competent in all aspects of b2b marketing, branding, charity, direct marketing, point of sale, retail and sales promotions. Used to working within tight time and budget standards. Able to manage teams or work on own initiative to deliver projects.

Employment

2013 (present)

Senior Designer BURN

Integrated marketing agency
Richmond, United Kingdom

Clients: British Gas, British Heart Foundation, Celebrity Cruises, Club Wembley, DLR, Flightcentre, Forest Holidays, NCC, One, Rangeford, Park Resorts, PMC Treasury, O2

Advertising, branding, b2b marketing, direct marketing and sales promotion

Responsible for design, art direction photoshoots and overseeing freelance designers and artworkers.

Key achievements

Rangeford

Building Brighter Futures
Design and art direction

To introduce the brand, stimulate consideration and accelerate the path to purchase on a high investment item (£300k+), inviting selected audience groups to a new show home launch. We generated over 500 enquires (brochure requests, phone enquiries, visits) and just over 100 attendees on launch day. 15 of these attendees alone converted to an attributable sale, generating over £4.5m in revenue.

British Heart Foundation

Art Direction and design
Defib Mapper

Art directed and designed the company's very first mobile app, denoting BURN's initial step into the digital market. Customer response has been positive, enabling BHF to track and promote defibrillator locations, helping to save more lives.

2013 Senior Designer

Freelance

London, United Kingdom

Clients: April Six, AXA Wealth and Starbucks

Marketing, branding, b2b marketing, sales promotion off and online

Responsible for design, art direction and illustration work.

Key achievements

Starbucks

Design and illustration

Art directed and designed the Starbucks' Christmas mince pie centrepiece. This print design formed the focal point for their Christmas campaign in 2013 and was displayed in shops throughout the UK.

2010 – 2013 Senior Designer

2005 – 2009 Middleweight Designer

Bluefrog

Integrated marketing agency
London, United Kingdom

Clients: Barnardo's, Centrepont, FARM-Africa, WWF, Marie Curie Cancer Care, University College London (UCL), Friends of the Earth

Branding, direct marketing off and online

Responsible for design, art direction photoshoots and overseeing freelance designers and artworkers.

Key achievements

2012 Marie Curie Cancer Care

Community Nursing Appeal Mail Pack
Design and art direction

Each pack was personalised and regionalised to target the different areas of the UK. After the first 5 weeks donations were up by 35% on the previous year. This had superseded the total of gifts of this appeal for the whole year by 3%, setting a bench mark for all future fundraising direct mail and web campaigns for 2013.

Bluefrog

Key achievements

University College London (UCL)

October Appeal Reminder Mail Pack

Design and art direction

Following ‘*What would Jeremy do?*’ a subsequent appeal was developed, aiming to encourage both alumni donors and non-donors to give to the university, to allow radical thinking at the UCL to continue.

The total revenue for the appeal stood at £148K just 0.02% short of the grand total raised from all direct mail and web activity in 2011 for UCL.

2003 – 2005 Designer

Tullo Marshall Warren

Integrated marketing agency

London, United Kingdom

Clients: British Airways, Intercontinental Hotels, NatWest, Nissan, Tesco

Direct marketing and sales promotion

Responsible for design, art direction and artwork.

2000 – 2003 Designer

Metal Bulletin Plc

Surrey, United Kingdom

Clients: Financial Options World, Industrial Minerals, Metal Bulletin Monthly

Branding, b2b marketing, exhibition and sales promotion

Responsible for design, art direction and artwork.

1999 – 2000 Junior Designer

Northamber PLC

Surrey, United Kingdom

Awards

2013 The Bee Cause

Client: Friends of the Earth

DMA (charity)

Silver

Worked alongside the Creative Director as the Designer for this multichannel marketing campaign, designed to raise awareness of the diminishing number of bees in Great Britain. The campaign raised £281,000 and recruited over 18,000 new donors, increasing the donor base by 20%.

Qualifications

1997 – 1999 London College of Printing

Higher National Diploma in Typographic Design

1997 Central St Martins

Art Foundation in Graphic Communication

Interests

Design trends, Fashion, Film, Football, Lego and Music.