



JOHN FARRAR / 917-767-9605 / JOHNFARRAR.ME

PROFILE Design leader with extensive experience leading brand identity, packaging & retail design projects for top studios and in-house departments. Proven success in creating 360° brand experiences for employers and clients such as Viacom, Johnson & Johnson, Time-Warner, and Procter & Gamble. Ability to assemble and motivate highly talented teams that can deliver & execute on brand vision.

EXPERIENCE PARAMOUNT, Vice President of Design, JAN 2014-CURRENT
Leading Design team to create communication projects across Digital, Print and Video platforms for Paramount (Formerly Viacom) and various properties.

Freelance Design, SEPT 2012-DEC 2013

Directing & designing communication projects for Dove Men's Care, Aramark & U of Massachusetts
Teaching brand design classes at PARSONS SCHOOL OF DESIGN (since 2005)

CBX, Design Director, JAN 2012-SEPT 2012

Led teams developing new corporate identities for Kimberly-Clark & other clients

JOHNSON & JOHNSON GLOBAL STRATEGIC DESIGN, Design Director 2008-DEC 2011

Led team designing brand communication & packaging for Oral Care Franchises (Listerine & Reach)
Spearheaded global redesign of Listerine Packaging

DESGRIPPES GOBÉ, Creative Director, 2005-2008

Worked with GM and Strategy Director to set overall creative direction & management of NY office
Day to day management & client contact for all creative accounts
Led creative teams to develop and implement print, onscreen, retail & environmental projects

MTV NETWORKS, Design Director, 1997-2005

Direction and design for all Creative Services print & interactive pieces, including media kits, invitations, posters and collateral, as well as video, merchandise and environmental projects
Responsibility for creative direction and overseeing all phases of production, client presentation
Led a staff of 7 designers and production artists

EDUCATION ART CENTER COLLEGE OF DESIGN, BFA in Graphics and Packaging

UNIVERSITY OF CALIFORNIA at Davis, BA in Design

AWARDS AIGA, Art Director's Club, ID Magazine, 100 Show, Print Regional, Creativity, BDA

WORK SAMPLES WORK SAMPLES AND REFERENCES AVAILABLE UPON REQUEST