

# JOHN HAAG

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## DESIGN MANAGEMENT

Dynamic, award-winning design professional with highly successful 20+ year career and expertise in design for print and packaging, client presentations and development of outstanding creative teams. Extensive brand creation background within the wine, retail, financial services, consumer products and industrial fields, including Fortune 500 account experience. Representative clients include Absinthe Brasserie and Bar, about which the San Francisco Chronicle wrote *"The view from the street is Absinthe's best advertisement"*, Beringer Blass Wine Estates (Fosters), Morgan Stanley, Hambrecht & Quist, CNF Transportation, Atari, Lucasfilm, Lincoln Center "Mostly Mozart Festival" and "Lincoln Center Presents" (NY), American Express (NY), and ABC Television (NY). Graphic Design teaching experience at CCA and UC Extension, San Francisco, CA. Reputation for exceptionally high quality design and design execution work. Record of meeting deadlines and managing multiple projects. Proven achievements in:

- Cross-Functional Communication
- Talent Hiring & Development
- Brand & Corporate Identity Creation
- Creative Team Leadership/Motivation
- Design Management/Leadership
- Strategy & Concept Development
- Project Management
- Cost Reduction/Containment
- Client Presentations

## PROFESSIONAL EXPERIENCE

### John Haag Design

San Francisco, CA 2003 to present

#### Creative Director

Work on freelance basis in collaboration with other designers, functioning both as Creative Director and Designer. Handle new business development, proposal writing, project management, and creation of integrated design and branding solutions. Deliver projects on time and within (or under) budget.

- Conceived Beringer Blass Wine Estates-first "bag-in-box" packaging for Carmenet Vintner's Collection – designed graphics, and successfully supervised time-sensitive printing process. Contributed to establishing of Beringer record, launching new product in under 4 months.
- Created private label packaging for Absinthe Brasserie and Bar and their affiliate, Arlequin Wine Merchant.
- Designed promotions and oversaw signage fabrication and installation for Lilith retail store.
- Maintain fine arts painting studio at Hunters Point Naval Shipyards since 2004. Show oil paintings and watercolors during twice-yearly open studios and sell paintings regularly. Exhibited in California Modern Art Gallery "Geometric Deconstruction" group show.

### Ashton Brand Group

San Francisco, CA 2001 to 2004

#### Creative Director

National brand marketing firm, specializing in product and company design, naming, strategy, and research. Responsible for day-to-day creative direction, client presentations, and participation in proposal preparation. Supervised designers, production and project management staff. Frequently hired outside creative resources.

- Leveraged client presentation talents to demonstrate solid understanding of clients' business and needs, followed by targeted solutions, resulting in highly effective communications and trust.
- Positioned Cellar No. 8 wine as one of the best selling wines in \$12-15 range through effective brand identity and label design, frequently commented on by liquor retailers. Successful initial project led to two additional projects worth \$80,000.
- Created Carmenet Cellar Selection wine tier identity and labels, as well as Gabbiano Wine label refresh. In addition, designed new tier and labels for Biltmore Estates Wines and developed Hickory Jack barbeque meats brand packaging.
- Additional client work included Hanes brand support, Syngenta brand conceptualization and packaging, and website design for Margi Systems.

## **Citigate Corporate Branding**

San Francisco, CA 1996 to 2001

### **Design Director**

Directed Design at San Francisco office of \$300+ million, 1,250-employee British consultancy, branding and design firm, focused on financial services and corporate communications (branding, design, advertising, public relations, investor relations, publishing, research, and events). Directed all design functions and supervised designers and production team. Hired and directed outside designers, photographers, and illustrators. Made all client presentations. Coordinated integrated client solutions needing both design and advertising services. Clients included Menlo Logistics, Dresdner RCM, Piper Jaffray, Blum Capital, and Everen Securities.

- Created successful collateral system for Morgan Stanley Online during brand transition from Discover Brokerage, collaborating with L.A. Citigate office on retail store concepts.
- Expanded agency's San Francisco service offering menu by adding in-house design capabilities.
- Designed trade show booth and collateral for PMI and created identity and brand collateral for Hambrecht & Quist.
- Developed 200-page identity standards guide and website for CNF Transportation and its seven subsidiaries. Created ads for Derivium Capital, Piper Jaffray, and Montgomery Securities.
- Created award-winning identity, signage, window graphics, and menu design for Absinthe Brasserie and Bar.

## **John Haag Design**

San Francisco, CA 1986 to 1996

### **Design Director**

Founded and operated \$350,000 creative design firm, focusing on identity and advertising design, food product packaging, and design and art direction projects, managing full-time staff of seven. Handled art direction on all projects including catalogs, packaging, and identity creation. Managed prepress and on-press approvals.

- Produced 33 catalogs for Richard Wolfers Auctions within 5-year period, receiving national attention and resulting in move from 7th to 2nd largest sports auction company – 1st auction company within the U.S. with a consistent brand.
- Saved client \$50,000 in printing costs by selecting Hong Kong-based printer – supervised 200-page hardbound catalog project at location.

## **Prior Experience**

California and New York

### **Designer and Design Management**

Positions with corporations and consultancies in California and New York. Designed or directed over 90 packaging projects for consumer electronics, commissioning multiple illustration and photography assignments on a weekly basis for three years. Collaborated on the design of the first book-style software package, won numerous awards, and directed design for game packages.

## **EDUCATION, AWARDS & TECHNICAL SKILLS**

### **Education**

**Pratt Institute** Brooklyn, NY  
MS / Communications Design

**University of Oregon**  
Eugene, OR  
BFA / Painting and Printmaking

### **Awards**

Creativity Show, Print Magazine, San Francisco Show, Western Art Directors, San Jose Art Directors

### **Skills**

Design for print, packaging and web using Apple Macintosh OSX. Applications: Adobe Acrobat, Photoshop, Illustrator, InDesign; Acrobat. Working knowledge of Windows for PCs using Microsoft Word, Excel and Outlook.  
Hardware: scanners, laser and ink jet printers, various PDAs.

**Represented by Creative Circle 415.615.9999**