

John Pastor

Forward-thinking graphic designer and art director with a broad skillset and ability to raise the bar of branding initiatives and graphic design, delivering high-quality campaigns, interactive website experiences, print and digital designs, and other content.

Senior Brand Designer

Narvar

APRIL 2022 – AUGUST 2022

- Collaborated with product marketing and sales teams to create effective campaign and outreach materials (product decks and demand gen assets)
- Edited and designed several long-form content pieces (e-books and reports)
- Developed motion graphics and edited recorded webinars
- Contributed to a system of brand illustrations that highlighted key product features and marketing strategies

Senior Graphic Designer

Jobs for the Future (JFF)

JULY 2021 – APRIL 2022

- Designed long-form market scan publications to identify promising solutions positioned for social impact and aligned to organizational areas of focus
- Created thematic brand identity and led the technical configuration/design of HubSpot microsite for JFF's annual summit
- Launched a system of new graphics in conjunction with brand audit to ensure greater consistency across social platforms and increased engagement
- Acted as a creative partner to Marketing and Communications Team and embedded communications staff across work units

Senior Visual Communications Specialist

Foundation for California Community Colleges

SEPTEMBER 2019 – JULY 2021

- Launched systemwide digital asset management platform, centralizing photos/videos from all 116 colleges and partner agencies
- Refreshed and united brand standards and outreach materials to reflect current core values, programs, and services
- Developed in-house video production capabilities, creating new opportunities for communications and engagement
- Acted as de facto art director, supporting two designers and working closely with wider department to develop and execute concepts

Visual Communications Specialist

Foundation for California Community Colleges

JULY 2016 – SEPTEMBER 2019

- Worked with the Chancellor's Office to modernize brand identity and streamline brands of 65+ programs and initiatives
- Crafted internal- and external-facing presentations, working closely with CEO and Executive Team to communicate programs/services to key partners
- Designed system strategic plan, published as a guide for 116 colleges for a 5-year period and reaffirming system as a force for social and economic mobility
- Hired and managed the junior designer, providing mentorship and managing project schedules

MOBILE

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EMAIL

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PORTFOLIO

johnpastordesign.com

TECHNICAL EXPERTISE

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Adobe XD
Figma
Microsoft Office
Workfront
Asana
Squarespace
WordPress
HubSpot

EDUCATION

American River College

Sacramento, California
A.A. Art New Media

ADDITIONAL EXPERIENCE

Marketing and Communications

Coordinator at Foundation for California Community Colleges
AUGUST 2012 – JULY 2016

Increased corporate partner interest in systemwide purchasing officers conference by expanding sponsorship opportunities 300%

Communications Student

Assistant at Foundation for California Community Colleges
SEPTEMBER 2010 – AUGUST 2012

Coordinated social media campaigns targeted at art students, resulting in 17,000 engagements and 130M+ impressions

