

JONATHAN HAVLIK

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PROFILE

Creative, innovative and versatile design professional with success in branding development, experiential marketing, promotional and incentive marketing, retail packaging and displays, product development and project management. Possesses comprehensive background in creating innovative and dynamic designs with emphasis in concept, detail, and style bringing projects to full fruition. Gained reputation as reliable and flexible designer, with adeptness in understanding the needs of clients. Exemplifies proven ability to see the big picture in a project; equipped with outstanding work ethic and unsurpassed dedication to consistently produce remarkable results.

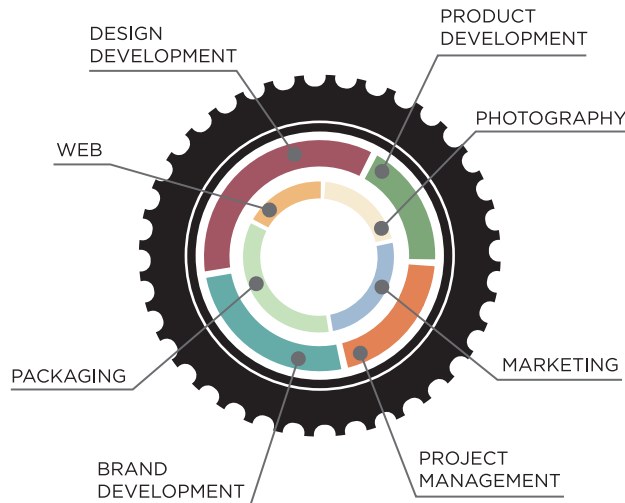
CORE STRENGTHS

DESIGN DEVELOPMENT

Led the innovative development and production of B2B and B2C marketing collateral across multiple brands simultaneously including catalogs, brochures, direct mail, signage and websites. Developed comprehensive graphic design of retail packaging and displays for multiple exclusive product lines. Comprehensive knowledge of typography, color sense and design layout.

BRAND DEVELOPMENT

Utilized ability to generate creative ideas and concepts in the creation of brand identity and comprehensive brand strategy. Compliant to branding guidelines when designing and effectively manage feedback to meet requirements.



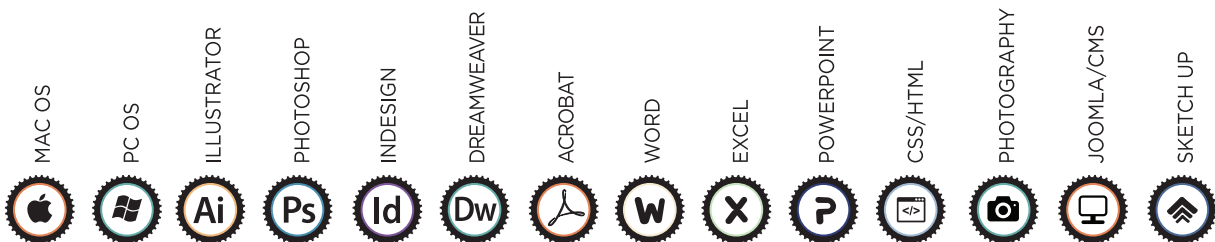
PRODUCT DEVELOPMENT

Spearheaded the conceptualization, organization, and design execution of national brands including licensed fashion leather goods line, winter sports and fashion line, medical accessory line and cause-related apparel line.

PROJECT MANAGEMENT

Expert in conceptualization through delivery with solid background of the print production process. Managed coordination with production vendors for the most appropriate/cost effective solution. Excellent creative and problem solving skills.

TECHNICAL SKILLS



CAREER OVERVIEW

BECKER GLOVE INTL. // DEVELOPMENT DESIGNER 📍 ST. LOUIS, MO 📅 2012-PRESENT

Designed, implemented and managed development of national licensed leather goods brand, medical accessory line and cause-related apparel line for company diversification. Led creative rebranding of core winter accessory line through product restructuring, photography, retail packaging and marketing collateral. Implemented multiple B2B ecommerce websites learning CMS and shopping cart systems on the job for increased brand awareness and sales. Managed overseas vendors production ensuring product standards and approval processes were met for consistency across all brands. Traveled to overseas factories for product development, sourcing and production checks. Generated successful design of identity, packaging and co-branding materials for private label clients effectively meeting brands specific requirements.

A&E GROUP, LLC. // SENIOR DESIGNER 📍 ST. LOUIS, MO 📅 2009-2012

Facilitated design and development of national sports licensed apparel products including identity, packaging, marketing collateral, advertising and B2C ecommerce website. Led the innovative rebranding campaigns across all seven company brands maintaining project timelines, budgets and all communications. Provided paramount support for all designing and development needs of the company including identity, branding, product brochures, catalogs and presentations.

CREATIVE PACKAGING // PACKAGING DESIGNER 📍 ST. LOUIS, MO 📅 2006-2009

Designed packaging and display graphics for exclusive lines of products for local and national retailers in corrugated, plastic and metal mediums. Managed production of design projects including quoting, vendor communication, manufacturing coordination, press checks, problem solving and client servicing. Collaborated with manufacturers for new and improved design techniques and production practices.

TOMA, LLC. // OWNER & DESIGNER 📍 EDWARDSVILLE, IL 📅 2005-2006

Managed promotional marketing and executive incentive giftware company including business development, revenue projections and budgeting, time line management and the fulfillment/distribution of all project deliverables. Served as merchandise marketer for company promotions, special events and product catalogs. Designed custom promotional merchandise and corporate incentive gifts for Fortune 500 companies

E. SMITH AND ASSOC., INC. // DESIGNER 📍 GRANITE CITY, IL 📅 2001-2005

Designed promotional merchandise and graphics for multiple national companies and advertising agencies. Marketed merchandise for brand reinforcement and rebranding campaigns, corporate incentives and events. Collaborated with key buyers to devise a comprehensive marketing solution that achieved organizational goals within established budget and timeline.

EDUCATION

BALL STATE UNIVERSITY // GRADUATE 📍 MUNCIE, IN 📅 1997-2001

Dual Major: Journalism Advertising, Telecommunications Sales & Management Minor: Marketing