

## JOHN LASCURETTES

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### OBJECTIVE

Generate creative and appropriate solutions to complex design puzzles in an ever-evolving and healthy work environment.

### RANT

Traditionally trained and technically savvy, I am the rare breed of designer that has embraced both low-tech, hands-on design and high-tech, digital design. I believe that all good design is about problem solving and communicating while maintaining superior aesthetics for the targeted audience, regardless of the medium

### EDUCATION

*Bachelor of Arts General Design  
Graphic Design Emphasis*  
San Jose State University, California:  
Concentration in typography, print design, corporate logo & identity design. Supporting fields of study include photography, illustration, advertising, print production, and industrial design.

### CORE COMPETENCIES

- Creative Direction
- Design
- Managing small design teams
- Electronic publishing experience since 1988
- Expert in browser-agnostic CSS and (X)HTML markup
- Codes CSS/HTML by hand
- Experience editing and integrating with PHP, .NET, JavaScript, Apache and CGI
- Program Familiarity:
  - Photoshop & ImageReady
  - Illustrator
  - Freehand
  - Microsoft Office
  - Quark X-Press
  - InDesign
  - BBEEdit
  - Dreamweaver
- Other skills:
  - Photography

### AWARDS & HONORS

- Finalist in Lindt Chocolate "American Spirit" National Design Competition.
- Logo competition winner for Channel 6, Walnut Creek. The logo was fully implemented in all station identification.

## EXPERIENCE

### Specialist—Interactive Web Designer: Providence Health System

8.2005 to present

- Evangelized usability/accessibility as business need for Catholic health organization.
- Specialized in usable and accessible markup using advanced CSS and (X)HTML.
- Created easily re-purposed templates for special events.
- Introduced highly accessible "zoom" layouts via a style switcher.
- Tight integration to regional IS from within Marketing and Communications.
- Upgrading of outdated markup throughout CMS system.
- Served primarily the Oregon region; also served Health Plans and system-wide shared regional services.

### Sole Proprietorship: John Lascurettes Design

11.2002 to present – Freelance and Contract work

- Evolved beyond just visual design and took on XHTML/CSS development work.
- Created XHTML & CSS templates for HollywoodVideo.com's redesign.
- Provided direct-marketing e-mail design for You Software.
- Designed an interactive product selector for Palm.com's store.

**Clients include:** PalmOne, Hollywood Video, You Software, Peasant Pies, California Province of Jesuits

### Creative Director/Owner: Draft Six Experience Design

4.2001 to 11.2002

- While collaboratively authoring a creative brief for a website redesign, we refined a more focused brand and mission statement for SFGMC, taking it from three pages of conflicting focus down to a single statement.
- Took Palm.com's undocumented styles, wrote the copy, created source files and organized them into an online style guide.

Draft Six's focus is marrying end user needs and expectations with customer's business model and goals into intuitive, easy-to-use designs.

**Clients include:** Jossey-Bass/Pfeiffer, Palm, San Francisco Gay Men's Chorus

### Creative Director: Cyberplex (Acquired i-Socket 2.2000)

5.1999 to 4.2001

- Started as Art Director and took over management of i-Socket's design team after Cyberplex acquisition. Managed five designers.
- Designed and directed design for Fortune 500 companies.
- Was the head designer in charge of the brand new Handspring.com site in 1999, gathering design and marketing requirements; site was launched within three months time, product-unseen until shortly before launch.
- Interfaced with creative managers from the other international and regional offices to support distributed-matrix model of production.

**Clients include:** Handspring, AMD, Charles Schwab, Cisco Systems, Microsoft

### Graphic Designer: OnlineFocus, Inc.

10.1996 to 2.1999

Concept and design of websites for fortune 500 companies. Very first projects: look and feel for FedEx Asia online and Promus Hotels Corp. brands (Hampton Inn, Embassy Suites and others). Projects were carried out within dedicated teams. My duties made me project lead of all graphic concerns for a project.

**Clients include:** FedEx, Sun Microsystems, Apple, Fujitsu, CNA Insurance, Cooper Lighting

### Graphic Designer/Assistant Art Director:

#### Siemens Business Communication Systems, Inc.

12.1993 to 10.1996

Concept and design of corporate high-end collateral. Art direction of photography, illustration and pre-press.

### Designer/Production Artist: Jerome Callens Advertising and Design

1989 to 1993

Traditional (paste-ups and overlays) and Computer-based layout, design and production.

**Clients include:** 24 Hour Fitness Centers, San Jose Downtown Association, Susan Hammer for Mayor of San Jose (1989)