

John Adubato

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[linkedin.com/in/johnadubato/](https://www.linkedin.com/in/johnadubato/) • Marlboro, NJ
johnadubato.com • Portfolio

Senior Visual & Brand Designer

Highly creative and detail-oriented leader with comprehensive experience designing and executing brand identities, ensuring cohesive visual representation and alignment with strategic business goals across all media.

Repeated success in developing and implementing visual design strategies to enhance brand recognition, drive user engagement, and support marketing initiatives. Adept at creating detailed prototypes and wireframes to visualize design concepts and streamline workflows aligned with user needs and business objectives. Skilled in building, coaching, and empowering creative teams to propel high-quality design outputs and adherence to project timelines. Proficient in utilizing industry-standard design tools, including Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma, and other relevant software. Competent in conducting market research and analyzing design trends to inform creative decisions and keep designs current and competitive. Strong communicator and collaborator, able to establish working relationships and effectively liaise with clients, stakeholders, and cross-functional teams to translate creative visions into impactful deliverables.

Areas of Expertise

- Strategic Planning & Execution
- Brand Identity Development
- Digital & Social Advertising
- UI/UX Design & Development
- Prototyping & Wireframing
- Project Management
- Trend Analysis & Research
- Brand Guidelines & Standards
- Social Media Visuals
- Marketing Materials Design
- Art & Creative Direction
- Client & Stakeholder Engagement
- Team Building & Leadership
- Cross-functional Collaboration
- Issues & Problem Resolution

Notable Career Accomplishments

- Secured a registered trademark for the NOREAST'R brand through the United States Patent and Trademark Office, enhancing brand recognition and legal protection; obtained official copyrights for various artworks, ensuring exclusive rights and protection through the United States Register of Copyrights.
- Co-founded and managed a retail establishment in Ocean City, MD, specializing in fresh seafood, seafood dinners, custom fishing tackle, and the NOREAST'R line of fishing gear. Successfully contributed to business growth and brand development.
- Acquired ownership of the Big D, a charter boat operating in Cabo San Lucas, Mexico, as part of [Landsend Charters](#), a company with over 60 years of industry experience. Enhanced charter services and customer experience.
- Composed, recorded, and released four albums and various singles under a Sony-owned record label, contributing to the music industry with notable projects.
- Developed and managed an online retail site for NOREAST'R brand merchandise, driving online sales and brand visibility; noreastrwear.com
- Promoting the online presence of the Big D for Landsend Charters, promoting charter services and enhancing customer engagement
- Managed the storefront for 353 Custom Tackle Shop, supporting retail operations, marketing, and product sales

Professional Experience

NOREAST'R®, Marlboro, NJ

Jan 2017 to Present

Owner | Brand Designer

Lead the strategic development and execution of a comprehensive brand architecture, guiding the creation and market introduction of a distinct brand identity and visual narrative aligned with target audiences. Drive cross-channel brand alignment by instituting and upholding uniform messaging and design standards, ensuring all customer touch points reflect a cohesive and impactful brand experience, contributing to increased brand loyalty and customer retention. Cultivate strategic alliances with key industry players to propel the company's market footprint and accelerate product innovation and development.

- Steered end-to-end design and deployment of product visuals, advertising campaigns, and marketing collateral, including digital, multimedia, and tradeshow assets, significantly enhancing brand visibility and engagement across diverse platforms.
- Implemented an advanced, centralized inventory management system, enabling real-time synchronization across multiple sales channels, streamlining operations, reducing overhead costs, and improving overall sales performance.
- Oversaw the production of high-impact video content and detailed 3D product renderings, facilitating clear communication with manufacturers and ensuring precision in product design and production, leading to improved product quality and faster time-to-market.

WEST EAST LIFESTYLES, Naples, FL

Jul 2022 to Jan 2024

Art Director

Created and implemented a comprehensive style guide that standardized the company's branding across all touchpoints, leading to enhanced brand consistency among partners and employees, and fostering a unified brand identity that contributed to increased brand recognition and trust. Leveraged expertise in HTML, CSS, and JavaScript to design and develop visually compelling and highly functional digital assets, tailored to meet specific company objectives to improve user engagement and overall website performance.

- Directed all phases of art direction, from concept ideation to final production, ensuring that each project met stringent quality standards and was delivered on time and within budget.
- Led the development of diverse marketing materials, including print advertisements, digital content, and social media visuals, ensuring a seamless and consistent brand image across all platforms.
- Maintained a proactive approach to industry trends and best practices, integrating cutting-edge techniques and technologies into the creative process, which elevated the quality and impact of all deliverables, driving stronger brand positioning in the marketplace.

LOGICAL DESIGN SOLUTIONS, Morristown, NJ

Mar 2021 to Nov 2023

Visual Designer | Prototype Engineer

Created interactive prototypes to illustrate product functionality and user experience design concepts. Partnered with cross-functional teams to devise cutting-edge visual designs for web and mobile platforms. Leveraged industry-standard tools such as Figma, Adobe Creative Suite, and InVision to create detailed, high-fidelity prototypes that accurately represented final products, facilitating clear communication between designers, developers, and stakeholders, and ensuring design integrity throughout the development process.

- Designed user interfaces that expertly balanced aesthetics with functionality, delivering intuitive and visually appealing user experiences that enhanced user interaction and satisfaction, resulting in higher user retention rates and positive feedback.
- Produced compelling PowerPoint presentations and pitch decks that effectively communicated complex ideas and concepts, supporting successful pitches and presentations that drove business development and stakeholder buy-in.
- Executed video editing and crafted the visual identity for podcasts and social media channels, ensuring a consistent and engaging look and feel across all digital content, which boosted brand visibility and audience engagement on multiple platforms.

COMMVault, Tinton Falls, NJ

Mar 2005 to Mar 2020

Senior Front-end Developer & Designer

Ensured effective design and development strategies pivotal in scaling Commvault from startup to IPO, driving a significant boost in user engagement and facilitating a successful transition to a publicly traded entity. Showcased proficiency in a broad array of technologies, including Adobe Creative Suite, Sketch, JavaScript, CSS, ASP, .Net, Visual Force, Mobile Apps, HTML, HTML5, Greensock, ActionScript, Sitecore, Marketo, JQuery, Lottie, and WordPress. Collaborated with cross-functional teams to convert business needs into engaging design concepts and interactive prototypes. Utilized diverse design tools/technologies to realize creative concepts, demonstrating a commitment to delivering high-quality, engaging visual solutions.

- Designed website user interfaces, tradeshow booths, marketing materials, logos, and multimedia presentations, leading to enhanced attendee engagement and increased lead generation.
- Applied 23 years of expertise in Visual Design, Senior Front-end UI Design, Graphic Design, and Prototype Engineering to create visually compelling designs that elevate user experience and effectively communicate brand messages.
- Developed responsive and visually striking designs using HTML, CSS, and JavaScript frameworks.
- Conducted code reviews, mentored junior developers, and contributed to the enhancement of front-end development practices and standards.
- Produced video content for product demonstrations, speaker presentations, and company videos.

Education

General Courses in Design, Programming, Marketing, Video and Audio | Self-Teaching

Technical Skills

Software & Tools: Proficient in utilizing industry-standard design tools, including Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma, Microsoft Suite, Google Suite, Eclipse, Visual Studio and other relevant software .

Web Development Technologies: Less, Sass, SharePoint, Stencil

Volunteering

Apr 2005 to Mar 2020

Hockey Helping Kids

- Created diverse marketing materials for Hockey Helping Kids, aimed at increasing awareness and fundraising for children's organizations.
- Engaged with former NHL and Olympic players, Microsoft, and other stakeholders to raise hundreds of thousands of dollars over the years, benefiting underprivileged families and children with disabilities.

Licenses & Certifications

Microsoft Fundamentals of UI/UX Design

**Introduction to Generative AI
Google Cloud**

Prompt Engineering for ChatGPT

Associations

American Sportfishing Association