



EXPERIENCE

Senior Visual Designer

Global Overview, December 2020 – Current

As part of the new design studio at Global Overview, I help brands grow their presence on Amazon. From brand stores, to product detail pages, to campaign advertising across all digital and print channels, I touch every aspect of a brand's e-commerce strategy that leads a customer to their Amazon shopping experience. I led the design of the Global Overview rebrand, and partner with our marketing and retail teams on internal projects that stretch the new brand across all of our communication channels.

While working on multiple, simultaneous larger internal and client projects, I am also the primary lead and manager for our internal design tier that handles the highest volume of campaign requests, focusing on scalability and efficiency as our team grows into the future.

Art Director

Superside, April 2019 – October 2019

US-based art director for remote global startup design agency based in Oslo, Norway. Collaborate with fellow art directors, designers and account managers through project budgeting, project kickoff, and execution across a variety of global clients and industries. Represent the design team in meetings with clients and account managers, and work remotely with the core design team in Oslo to help strategize opportunities to grow our client list. Lead designer and art director on projects for premium clients, and art director and project reviewer for remaining client projects.

Senior Visual Designer – Amazon Music

Amazon.com, August 2017 – April 2019

Visual design lead for Amazon Music's expansion into Canada, Australia, New Zealand, 15 Central and South American countries, and 20 European countries. Working in conjunction with our marketing teams, I created all graphics for these launches and continued visual support for our weekly campaigns. As a support for design and art direction for our US market, my responsibilities included global synchronization for our marketing teams' objectives and implementing their strategies into local markets through digital and print materials, visuals for the desktop and mobile apps, landing pages, and visual integration into the larger Amazon ecosphere (Amazon.com, Echo devices, tablets). Worked directly with the UX team to better our tools, conduct research, and support product design.

Served as the direct point of contact and lead for the global Paid Marketing Advertising team, working with account and product managers to create new ad packages, support A/B tests, and create ad package templates for the global design teams to drive efficiency. I was the global design lead for Amazon Music's largest marketing campaigns, including Amazon Prime Day and Winter Holidays.



JOHN LAFOE

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EXPERIENCE

Interactive Designer – Advertising User Experience & Design

Amazon.com, September 2014 – August 2017

Created strategic and customer-centric digital executions and campaigns for all of Amazon's e-commerce advertising platforms: Fire tablet, Fire TV, desktop, and mobile. Worked with a large variety of clients and internal/external account managers, from Fitbit to ADIDAS to Milk-Bone dog treats. I was the sole designer for our largest advertising client, Newell Brands. I helped grow the Amazon.com advertising budgets of my exclusive clients from \$10k annual spending to \$2M+ annual spends, while creating 4000+ digital ad units across 200+ additional clients. This was accomplished with ongoing collaboration with 35+ internal account managers and 7 web developers. As a team lead, I also provided internal design reviews and mentorship for other team members in Seattle and Costa Rica.

Graphic Designer

ESPN, September 2009 – September 2014

At ESPN, I worked across multiple channels and properties to create custom digital advertising packages, onsite graphics, and digital and print editorial design pieces. I owned the ESPN Radio sweepstakes platform, where I was able to break outside of a 5-year-old web template to create custom landing pages – building the CSS/HTML from scratch – for each of our advertising partners, working exclusively with our account management team for sponsors such as Bud Light, Werner Ladders, 1-800-FLOWERS, Subway, Shell, and Bass Pro Shops.

I was the lead design support for the ESPN Local properties in Dallas, Chicago, New York, and Los Angeles.

EDUCATION

Mississippi State University

Bachelor of Fine Arts & Graphic Design, 2004