

The Design Portfolio of John J. Custer
Design & Illustration & Art Direction

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I am looking to work with people who give a damn and have the guts to say it.

I graduated from the University of North Texas in Denton, Texas in 2009 where I majored in Communication Design and minored in Social Sciences. Dr. Phil is an alumni and Norah Jones failed out—I win.

My abilities include Tetris master, branding, art direction, illustration, UX/UI design, web design, consulting, strategy, story-boarding, Thinking Wrong, naming, writing, prototyping, bookbinding, minor carpentry, auto-repairs, and general petrol-head and automotive information.

I am proficient in Adobe Creative Suite with a clear understanding of how digital, motion, and interactive media works for both desktop and mobile devices. My highest Tetris score is 436,590.

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Dandy

New York City — Summer 2014 – Present

Founder and creative director of a blunt and optimistic—with a dash of wit—creative studio based in New York City.

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NYC, ATX, DFW — 2008 – Present

Freelance creative designer and consultant, working in an array of mediums for some of the most bad ass people I know.

Selected Clients & Studios:

Google Creative Labs, The New York Times, Nike, COLLINS:, Wolff Olins, Victoria's Secret, Dress Code, TIME Magazine, Quirky, PS212, Ed Nacional, Oliver Munday, Tim Goodman, JaegerSlaon, Franklyn, Institute of Play, Future Partners, and more.

School of Visual Arts

New York City, NY — 2012 – Present

An adjunct faculty member teaching Basic Graphic Design (CE) and co-teaching, with Gail Anderson, Communications in Design (3rd year) with a soon to be available online course arriving for the 2015/16 year.

UnderConsideration

NYC & ATX — 2011 – Present

Joined Armin Vit and Bryony Gomez-Palacio as a writer and contributor for Brand New and Quipsologies.

Dress Code

New York City, NY — 2012 - 2014

Slumming it in the LES of NYC as an off and on-site freelance senior designer, art director, illustrator, and storyboarder for animation and motion shorts while kicking ass on the Dress Code recreational soccer team.

Collins

New York City, NY — 2011 – 2012

Worked one-on-one with Brian Collins, then small team, creating multiple large scale branding projects while taming and learning from his blunt and beautiful personality.

Wieden+Kennedy

New York City, NY — 2010 – 2011

I was a thinker, designer, illustrator, and production artist for clients including ABC, Delta, ESPN, Jordan, Heineken, and Target.

Pentagram

New York City, NY — Summer 2010

Worked on Michael Bierut's team where I was extensively part of several branding, print, and publication projects while participating in client presentations and consultations.

Nike

Portland, OR — Summer 2009

Design intern for the Global Brand, Global Women's Training, North America, Basketball, and the Innovation Kitchen teams (was passed around like a ball). Brand voice, art direction, apparel design, and environmental design, were my core focuses along with several super secretive projects.

Project M

Greensboro, AL — Summer 2008

A life altering experimental design program founded and run by John Bielenberg. A month long program in which eight designers and I ate, slept, lived, and designed for the greater good with the assistance of advisors from around the world. The single best experience in my life, and a program I continue to support as an active alumni.