

John J. Custer

Design & Strategy
& Art Direction

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I am seeking to

join a bad-ass creative team as a designer at a fun, brave, and bold studio that I can inspire and be inspired by.

I graduated from

the University of North Texas in Denton, Texas in 2009 where I majored in Communication Design and minored in Social Sciences.

My abilities include

design, strategy, art direction, Thinking Wrong, concepting, naming, writing, prototyping, bookbinding, silk-screening, minor carpentry, heavy lifting, auto-repairs, and general petrolhead and automotive information.

I am proficient in

Adobe Creative Suite and am in the process of teaching myself Dreamweaver and basic HTML, HTML5, CSS and After Effects. I also understand Microsoft Office, Keynote, and digital photography. My highest Tetris score is 343,131 in 221 lines.

Awards and Publications

- Communication Arts Annual
- TheDieline
- The New York Times
- PRINT Regional Design Annual
- UnderConsideration
- UNT OLD+NEW Alumni Show

Freelance Design & Strategy & Art Direction

NYC / Summer 2008 - Present

Collaborating, consulting, and creating brand identities and collateral, illustrations, strategy, and design elements in all mediums for design studios, designers, boutiques, and Fortune 500 companies. Clients and studios include The New York Times, COLLINS:, Rodrigo Corral Design, Nike, Ed Nacional, Fahrenheit212, Victoria's Secret, and Michael Freimuth.

UnderConsideration

NYC & ATX / Summer 2011 - Present

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

Wieden+Kennedy

New York City, NY / Winter 2010 - Summer 2011

I was a thinker, designer, illustrator, and production artist for clients including ABC, Delta, ESPN, Jordan, Heineken, and Target. While developing and executing many internal projects, ranging from publications to custom brass knuckles.

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 and participated in client presentations and consultations.

Tractorbeam

Dallas, TX / Fall 2009 - Spring 2010

An internship turned into my first full time design position. Responsibilities included one-on-one client to designer communication for projects such as branding, packaging, web, and industrial design.

Nike

Beaverton, OR / Summer 2009

Design intern for the Global Brand, Global Women's Training, North America, Basketball, and the Innovation Kitchen teams. Moving around from category to category helped me learn about brand voice, art direction, apparel design, environmental design, footwear design and print design while working on awesome and sometimes 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.