

# JOHN KUTLU

johnkutlu@gmail.com

(484) 629-4875

www.johnkutlu.com

## SUMMARY

---

Art director and designer with 14+ years of experience shaping iconic entertainment brands through memorable, strategic, and emotionally resonant design. Skilled in guiding creative teams and collaborating across disciplines to build cohesive visuals that connect audiences across screens, spaces, and experiences.

## EXPERIENCE

---

### NICKELODEON

#### Associate Art Director | Jul 2018 – Oct 2025

- Led art direction and design for major brand campaigns, experiential activations, and partnerships across Comic-Con, Kids' Choice Awards, and global franchise anniversaries.
- Collaborated with agencies to develop immersive, fan-first experiences.
- Partnered with show teams to ensure visual authenticity and continuity across properties.
- Directed design for high-profile style guides and brand systems
- Mentored and managed junior designers, fostering collaboration across design, strategy, and production.
- Balanced creative vision with production realities, overseeing vendors, print specs, and on-site execution for large-scale builds.

#### Senior Graphic Designer | Apr 2014 – Jul 2018

- Concepted and executed design systems and campaign visuals for Nickelodeon tentpoles and live events.
- Developed integrated design across print, digital, and environmental touchpoints.
- Created internal and external brand collateral for ad sales, consumer products, and marketing teams.
- Championed consistency and craft across Nickelodeon's diverse visual language.
- Collaborated cross-functionally with producers, editors, and animators to translate strategy into cohesive visuals.

#### Freelance Designer | May 2011 – Apr 2014

- Supported Nickelodeon's in-house creative team on branding, key art, and event collateral.
- Assisted in the design and production of on-air graphics and print campaigns.
- Worked independently and collaboratively under tight timelines, building relationships that led to full-time hire.

### 21XDESIGN

#### Designer | Mar 2010 – Apr 2011

- Worked on multidisciplinary design projects spanning print, editorial, and digital.
- Contributed to design and production of magazine layouts and book covers.
- Assisted in UX/UI design for early interactive projects and client websites.
- Collaborated directly with principals to translate brand strategy into integrated design solutions.

## EDUCATION

---

Temple University, Tyler School of Art  
B.F.A, Graphic Design & Illustration

## SKILLS

---

Art Direction, Illustration, Typography, Branding, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Campaign Development, UX/UI Design, HTML, CSS, Presentation Design