

John LeDuc

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Objective Accomplished creative director, artist and designer, with established presence in southeastern Michigan, seeking to create creative partnerships with Business, Healthcare and Education.

Education **THE UNIVERSITY OF MICHIGAN, SCHOOL OF ART** Ann Arbor, MI
BFA – Painting & Sculpture 1978

Areas of Expertise

- ◆ **Creative Director** – Art, Design & Photography Direction, and Production Management
- ◆ **Marketing Consultant** – Needs Assessment, Research, Planning & Implementation
- ◆ **Account Executive** – Client Services including Project, Media & Vendor Management

Awards

- ◆ ADDY's, Local/Regional, Manufacturing Brochure
- ◆ ADDY's, Local/Regional, Baby Announcement
- ◆ *Art Direction Magazine*, Creativity, Hot Sauce Label
- ◆ Butler Paper, Logo Design
- ◆ Apollo Award Healthcare Ad Campaign
- ◆ Apollo Award, Healthcare Newsletter
- ◆ International Association of Business Communicators, Hospital Annual Report

Experience **LeDUC CREATIVE** Ann Arbor, MI
Owner and President
2001 – present

- ◆ Consulting and support for advertising and communications.

OLIVIA WHITE FINE ARTS Ann Arbor, MI
Artist, Designer & Developer 2000 – present

- ◆ Venue for exhibition and sale of prints, sculptures, drawings, murals, and apparel to commercial and residential customers.

IDEOGRAFI, LLC Ann Arbor, MI
Creative Director & Sales Manager 1998 – 2001

- ◆ Creative direction, sales management, as well as account and client service activities.

J. LeDUC COMPANY Ann Arbor, MI
Owner – Creative Director 1987 – 1998

- ◆ Manufacturing-based, advertising network with freelance designers and writers.
- ◆ Exterior signage, architectural facades, interior design, and traffic signage.
- ◆ Grew business from six to 30 active accounts, with 10 employees; sold firm in 1998.

BENSON/LeDUC ADVERTISING Ann Arbor, MI
BENSON/LeDUC STUDIOS (1981 – 1982) Ann Arbor, MI
J.LeDUC USA (1980) Ann Arbor, MI
Partner – Account Executive & Creative Director 1981 – 1987

- ◆ Established a boutique art studio, which created design and illustration for manufacturing, bank, and shopping center advertising.
- ◆ Studio evolved to advertising agency with added manufacturing and shopping center accounts.
- ◆ Developed agency from two to 10 employees, engaged in media buying and other agency services.
- ◆ Freelance for Anderson Advertising's promotional materials and pre-press production. 1980

GENERAL MOTORS CORPORATION, BUICK MOTOR DIVISION

Flint, MI

Production Illustrator

1979

- ◆ Creation of illustrations to demonstrate processes for assembly workers.
- ◆ Liaison with Engineering to increase efficiency and decrease production costs.

Client	Manufacturing	Technology	Real Estate Development
Mix	Health Care	Government	Banking and Institutional
	Shopping Centers	Sports/Entertainment	Construction/Development

Portfolio LeDucCreative.com Our Work

References

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