

# JOHN MASULONIS

## SENIOR DESIGNER



**SUMMARY** Senior Designer with 15+ years experience leading creative across brand identity, print, digital, and web — from concept through production. Equally at home in agency and in-house environments, with a track record of translating complex briefs into polished, on-brand work across multiple channels and industries. Collaborative by nature, detail-oriented by discipline.

### WORK EXPERIENCE:

#### **SIDEARM Sports**

**Raleigh, NC. Jun 2022 - Feb 2026**  
**Remote Web Designer**

- Led visual design for a shared collegiate athletics platform serving millions of users across 100+ NCAA programs
- Translated university brand identities into consistent, scalable design systems spanning web, print, and digital touchpoints
- Presented design concepts directly to athletic departments and stakeholders, refining direction based on feedback and institutional needs
- Ensured brand consistency and accessibility across all design output
- Partnered with product and engineering teams to deliver production-ready creative within defined brand standards

#### **IBM**

**Raleigh, NC. Jun 2021 - Jun 2022**  
**Visual Designer**

- Designed consumer-facing web and marketing experiences within IBM's in-house Blue Studio creative team
- Contributed to IBM's Carbon Design System building UI components, templates, and visual design toolkits
- Produced typography, iconography, illustration, and photography-driven layouts aligned with IBM's global brand standards
- Collaborated across disciplines to ensure visual consistency and quality across all deliverables

### SKILLS & TOOLS:

Brand Identity • Logo Design • Print Design  
Editorial Design • Campaign Design  
Web & Digital Design • Adobe Creative Cloud  
Figma • Sketch Typography • Art Direction  
Production Design • Multi-channel Campaign  
Execution • Agency & In-house Environments

#### **Cisco Systems**

**San Jose, Cal. 2020 - 2020**  
**Remote Digital Designer**

- Designed enterprise web pages and digital marketing assets in collaboration with UX and front-end development teams
- Produced HTML5 banner campaigns, icons, infographics, and social media visuals for organic and paid channels
- Maintained brand consistency across a wide range of digital formats and platforms

#### **TriMark Digital**

**Raleigh, NC. 2018 - 2019**  
**Senior Designer**

- Led creative execution for multi-channel campaigns across web, digital, print, and out-of-home
- Managed multiple client accounts simultaneously within a fast-paced agency environment
- Collaborated with strategists and account teams to deliver brand-consistent, production-ready work on deadline
- Supported clients across diverse industries including golf, automotive, and retail

### EARLIER EXPERIENCE:

Additional design roles at Equitable Financial, Red Hat, Advance Auto Parts, McConnell Golf, Performance Bike, Global Golf and Lipof & McGee Advertising

### EDUCATION:

**The Art Institute of Fort Lauderdale**  
**Bachelor of Arts Degree in Graphic Design Fall 2005**

\*Nominated for Best Digital Portfolio

**Portfolio:** [www.johnmasulonis.com](http://www.johnmasulonis.com) includes full UX case study, brand & print work, and HTML email campaigns