

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

Bachelor of Fine Arts | Drawing & Painting

EXPERIENCE

GOOGLE | Communications Designer | New York City, NY | 2022 - current

Producing content supporting Google Research. Storytelling and collaborating with members of Google Research, producing branding, websites, animations, illustrations, and presentations both internally and externally facing.

NBC UNIVERSAL | Graphic Designer | New York City, NY | 2020 - 2022

Designing, conceiving, storyboarding, animating, and illustrating content for NBCUniversal and its clients. Creating marketing materials, PSA's and designing and producing client advertisements for Peacock.

NBC UNIVERSAL | Marketing Specialist | New York City, NY | 2019 - 2020

Producing content supporting NBC News Group's marketing & creative partnerships goals. Supporting NBC News and all of its properties, including MSNBC, CNBC & the TODAY Show

JOHNGUILYARD.COM | Freelance designer | Philadelphia, PA | 2019

Freelance work while finding the right full-time role. Clients including SAP, Princeton Partners, Admed, FirstDiscover y LLC, & First-Class Children's Foundation

SAP AMERICA, INC | Digital Media Specialist | Newtown Square, PA | 2018 - 2019

Produced motion graphics, animation, & special effects for SAP's customer-facing deal support videos & key-note events. Produced illustrations and infographics according to SAP's brand guidelines. Collaborated with Account Executives and other teams within North American Marketing to provide exciting and fresh content. Graphic Recording during SAP's Design Thinking Workshops.

SAP AMERICA, INC | Visual Artist Intern | Newtown Square, PA | 2016 - 2018

Produced illustrations, editorial cartoons, infographics, and animations featured in success stories for SAP's internal social media. Assisted in the writing, story-boarding, production, and post-production video editing.

STAND FOR STATE | Animator & Illustrator | University Park, PA | Summer 2016

Collaborated with the Stand for State team to develop the mission video. Produced illustrations, animations, and subtitles featured within the project.

PENN STATE UNIVERSITY | Designer | University Park, PA | 2014 - 2015

Oversaw the production for the Pennsylvania State University 2015-2016 Student Handbook affectionately known as The S Book. Collaborated with other student leaders to produce the cover image and the illustrations within the Student Handbook.

PENN STATE IFC | Graphic Designer | University Park, PA | 2013 - 2014

Produced print advertisements & banners for the Interfraternity Council and other IFC-funded projects. Created the 2014-2015 Penn State Rush shirt design & rush related apparel.

EXPERTISE

Photoshop | After Effects | Illustrator | Premiere | InDesign | Bridge | Audition | Google Suite
Art Direction | Microsoft Office | Storyboarding | Illustration | Branding | Motion Design
HTML+CSS | DSLR Photography | Film Making | Studio Lighting | Prop Styling | Packaging



JOHN GUILYARD

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JOHN GUILYARD PROUDLY PRESENTS HIS ILLUSTRATED RESUMÉ

HELLO,

MY NAME IS JOHN GUILYARD.

I'M AN ILLUSTRATOR,

A GRAPHIC DESIGNER,

AN ANIMATOR,

A VIDEO EDITOR,

A VISUAL ARTIST,

UH... KIND OF A TRICKY PONY.

I CAN DO A LOT.

HONESTLY, I JUST LIKE TO MAKE THINGS.

LET'S START FROM THE TOP. I ATTENDED UNDERGRAD AT THE PENNSYLVANIA STATE UNIVERSITY.

WHILE AT PENN STATE UNIVERSITY...

I WAS AN ACTIVE STUDENT, PARTICIPATING IN MANY ACTIVITIES AND BECAME THE DESIGNER FOR THE INTER-FRATERNAL COUNCIL. AS DESIGNER FOR THE IFC, I DESIGNED APPAREL, PRINT MATERIALS, & BANNERS, WHICH WERE REGULARLY SEEN BY STUDENTS AND FACULTY AROUND CAMPUS.

2014 RUSH APPAREL DESIGN



THE FINAL 'S BOOK' COVER ILLUSTRATION

I WAS APPROACHED TO DESIGN AND ILLUSTRATE THE 2014-2015 STUDENT HANDBOOK, KNOWN AS "THE S BOOK." THIS PROJECT WAS MADE IN COLLABORATION WITH OTHER STUDENT-BODY LEADERS.

BECAUSE OF MY WORK PRODUCING THE STUDENT HANDBOOK, I WAS REACHED OUT TO BY THE UNIVERSITY TO PRODUCE A WHITEBOARD DRAWING VIDEO HIGHLIGHTING STAND FOR STATE.

STAND FOR STATE IS PENN STATE'S BYSTANDER INTERVENTION PROGRAM WHICH USES WORKSHOPS & PROGRAMS, TO HELP STUDENTS TO IDENTIFY AND LOOK AFTER THEIR PEERS TO PREVENT SEXUAL ASSAULT, RELATIONSHIP VIOLENCE, DRUG ABUSE, AND ACTS OF BIAS.

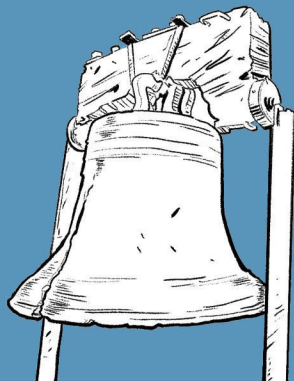


GRADUATION CLASS OF 2016



LATER, EDUCATION.

NEXT STOP... PHILADELPHIA

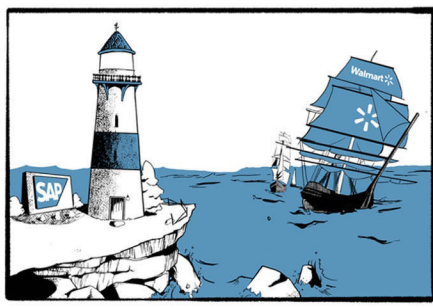


I ACCEPTED AN INTERNSHIP WITH



AS THE VISUAL ARTIST INTERN, MY MAIN ROLE WAS PRODUCING ILLUSTRATIONS HIGHLIGHTING CUSTOMER SUCCESS STORIES.

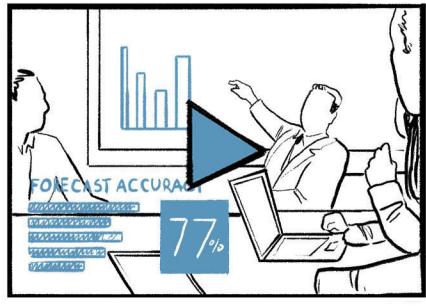
I WORKED WITH A WRITER TO MAKE ILLUSTRATIONS CELEBRATING THE RELATIONSHIP BETWEEN SAP AND THEIR CLIENTS. I PRODUCED ILLUSTRATIONS FOR MANY LARGE COMPANIES INCLUDING WALMART, JOHN DEERE, PROCTOR & GAMBLE, ADOBE, CATERPILLAR AND MANY MANY MORE.



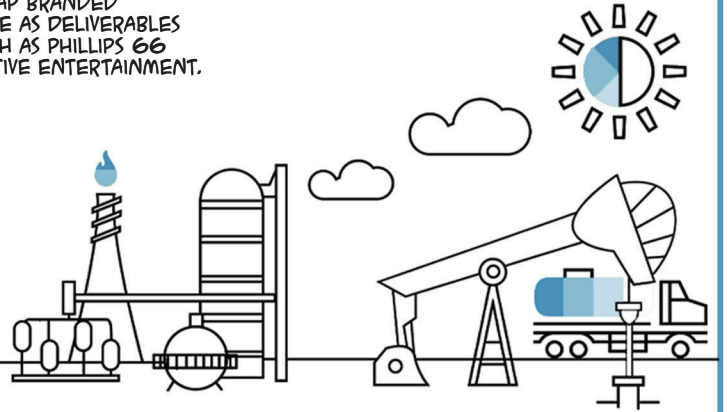
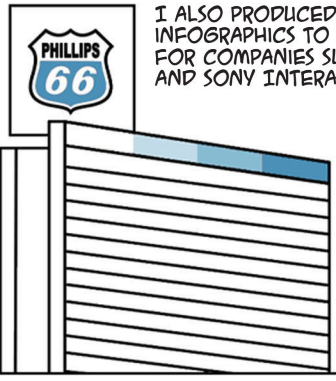
I THEN ACCEPTED A ROLE AT SAP AS A MOTION DESIGNER & ANIMATOR



AS THE MOTION DESIGNER FOR SAP'S NORTH AMERICAN MARKETING TEAM, I PRODUCED ANIMATED GRAPHICS AND OTHER ASSETS FOR CUSTOMER FACING MARKETING VIDEOS. WITH OUR VIDEOS SAP WAS ABLE TO CLOSE SEVERAL MULTI-MILLION DOLLAR DEALS WITH COMPANIES SUCH AS FOREVER 21, SAMSONITE, AND MGM RESORTS.



I ALSO PRODUCED SAP BRANDED INFOGRAPHICS TO USE AS DELIVERABLES FOR COMPANIES SUCH AS PHILLIPS 66 AND SONY INTERACTIVE ENTERTAINMENT.

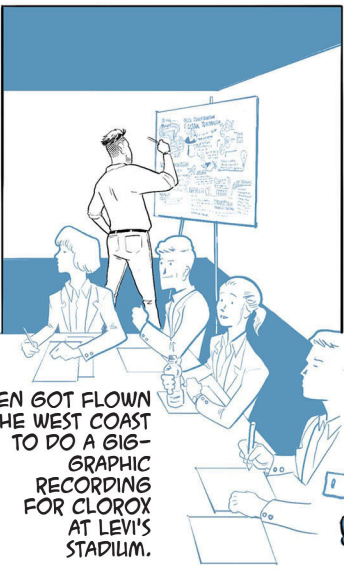
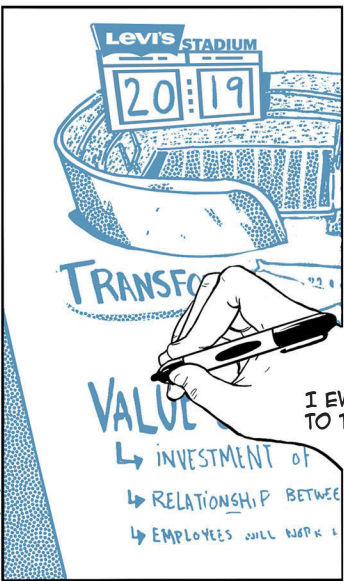
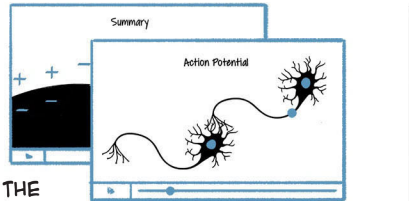


FREE-LANCE LIFE...

I GOT LAID OFF.

HAPPENS TO THE BEST OF US, SO FOR SIX MONTHS I WAS FREELANCING.

DOING ALL KINDS OF CREATIVE ODD JOBS, FROM ANIMATING MEDICAL VIDEOS TO AGENCY BRAND WORK.



I EVEN GOT FLOWN TO THE WEST COAST TO DO A GIG-GRAPHIC RECORDING FOR CLOROX AT LEVI'S STADIUM.

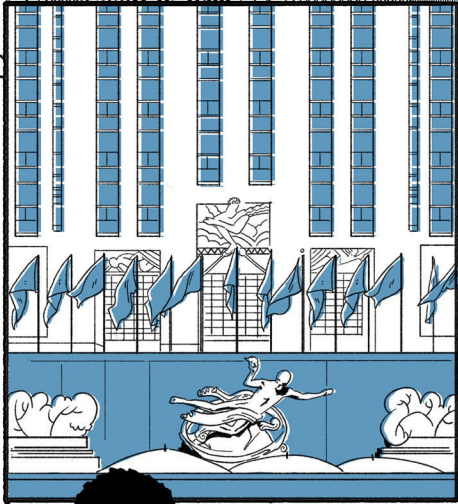
I WAS SUCCESSFUL FREELANCING BUT I'M VERY MUCH A TEAM PLAYER AND PEOPLE PERSON.

I FREELANCED UNTIL THE RIGHT OPPORTUNITY PRESENTED ITSELF.

WHEN IT DID, I PACKED MY BAGS AND MOVED TO...



New York City

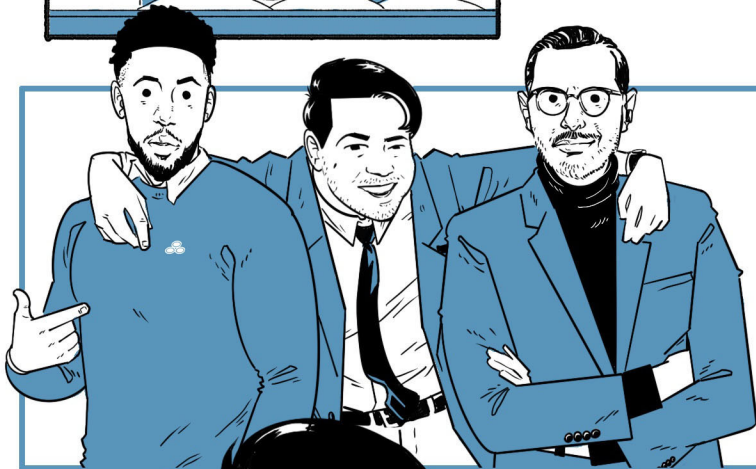
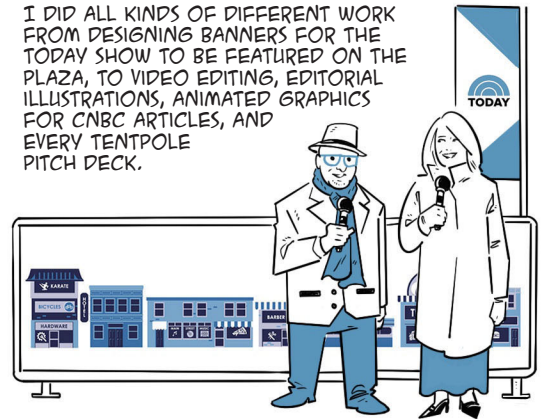


I STARTED A NEW ROLE AT NBCUNIVERSAL.

AS **GRAPHIC DESIGNER & MARKETING SPECIALIST** FOR **NBC NEWS**, I WORE MANY HATS. I WAS TASKED TO PRODUCE CLIENT & CONSUMER FACING MARKETING MATERIALS AND ANY OTHER ASSETS NEEDED TO SUPPORT ALL OF THE NEWS DIVISIONS UNDER THE NBCUNIVERSAL UMBRELLA.



I DID ALL KINDS OF DIFFERENT WORK FROM DESIGNING BANNERS FOR THE TODAY SHOW TO BE FEATURED ON THE PLAZA, TO VIDEO EDITING, EDITORIAL ILLUSTRATIONS, ANIMATED GRAPHICS FOR CNBC ARTICLES, AND EVERY TENTPOLE PITCH DECK.



NBCUNIVERSAL'S CONTENT INNOVATION AGENCY

MY CURRENT ROLE IS BEING A **GRAPHIC DESIGNER** FOR NBCUNIVERSAL'S **CONTENT INNOVATION AGENCY**. THIS ROLE HAS AFFORDED ME A LOT OF OPPORTUNITIES - DESIGNING, CONCEPTING, STORYBOARDING, ANIMATING, AND ILLUSTRATING CONTENT FOR NBCUNIVERSAL AND ITS CLIENTS.

WITHIN MY ROLE, I AM RESPONSIBLE FOR THE DESIGNS FOR ALL OF THE PEACOCK ADVERTISEMENTS DONE WITH STATE FARM & APARTMENTS.COM. I'VE PRODUCED SO MUCH DIFFERENT CONTENT IN THIS ROLE, FROM WORKING WITH PEACOCK SHOWS TO ANIMATING THE CDC PSA'S ON VACCINES FOR COVID-19.



AAAAND THAT'S WHY I THINK I COULD BE A REALLY GREAT FIT FOR

YOUR COMPANY -OR- FREELANCE OPPORTUNITY.

IF YOU HAVE ANY QUESTIONS, FEEL FREE TO SHOOT ME AN EMAIL OR SET UP A CALL! I LOOK FORWARD TO WORKING WITH YOU.

POSSIBLY YOU!

CONTACT ME:
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