

JOHN W. CERNAK

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CAREER ACCOMPLISHMENTS

- Created and implemented a master carton marking system that became a Home Depot Best Practice.
- Stimulated sales and expanded number of SKUs through redesigned packaging for *Spaceworks* brand of metal storage shelving.
- Developed strategy for national launch of new product (hand held wet/dry tile saw), resulting in a \$1.4M gross profit for the company achieved in less than three weeks.
- Resolved a production issue worth \$3M for the company through rapid execution of a manufacturing maneuver.
- Implemented transition from traditional production methods to all-digital, electronic pre-press.
- Reorganized design department and instituted new protocols, which resulted in a savings of 34% off operating budget.
- Reduced workflow production cycle, resulting in 21% revenue increase, while maintaining a 100% on-time publication record.
- Award winning work in branding, consumer packaging, publication design and advertising.
- Expert in Adobe CS4, Microsoft Office and various support software programs.

MANAGEMENT EXPERIENCE

- Over 12 years managing designers and production coordinators of various corporations.
- Over 12 years of managing rigorous workflow processes.
- Domestic and international vendor selection and management.
- Extensive departmental budgeting.
- Multi-industry experience including consumer products, health care, manufacturing, service and emerging technologies.
- Extensive design lecturing at the University of Notre Dame, Indiana University, the University of Georgia, Athens, Lake Michigan College and sales presentations in the U.S., Canada, China.
- Expert in print production including collateral, publications, point-of-purchase and packaging.
- Supervised daily operations between Home Depot product managers, international packaging vendors and Home Depot offices in Shanghai and Shenzhen China.
- Directed the creative on Home Depot brands Workforce, Trafficmaster, Spaceworks, Home Gardener and worked as a franchisee brand manager for Coca-Cola, GM, Warner Bros. Looney Tunes and Walt Disney.

EMPLOYMENT HISTORY

Self employed, *Chicago, Illinois*, Design Director, 2009-present
Inovateus Development, *South Bend, Indiana*, Director of Marketing, 2005-2009
The Home Depot, *Atlanta, Georgia*, Manager, Packing and Design, 2001-2004
Conway Data, *Norcross, Georgia*, Art Director, 1997-2001
General Time Corporation, *Norcross, Georgia*, Design Director, 1995-1997

EDUCATION

Master of Fine Arts, Visual Communication
School of the Art Institute of Chicago, Chicago, Illinois

Photography Course, Summer Program in Paris, France
Parsons School of Design, New York, New York

Bachelor of Arts
Indiana University
South Bend, Indiana

GEORGIA
GEORGIA
INDUSTRY
ASSOCIATION

