

JOHN HEINS

CREATIVE VITAE (CV)

Hello!

With endless curiosity and a little bit of experience in brand strategy, design & marketing, I bring a diverse & eclectic mix of skills to any team. After attending the Fashion Institute of Technology in NYC, I started as an apparel graphics designer, then did the agency thing working on a variety of top consumer brands including: **Infinite CBD, Milagro Tequila, Wibby Brewing, Kraft Foods, Post Cereal, Modern Fidelity, JVC, Elevations Credit Union and Saucony Running**. As a Creative Director, I've led design teams up to 15 people.

For the last decade or so, I've created & produced world-class **Global Fortune 500 events** in locations across the United States, Europe & Africa. Local events have included **BrüFrou, the largest series of Craft beer, Culinary & Music events** of their kind in the U.S..

In my spare time, I design & produce high fidelity objets d'art under the moniker **Heinsenfolg Bespoke Audio** from my studio in old town Longmont, CO. I wake up everyday excited about the creative process, and remain incredibly hands-on with primary skills including:

- Creative & Art Direction
- Graphic Design (*Adobe Creative Suite, Canvas*)
- Event Creation & Production
- Brand Positioning (*developed client workshop*)
- Corporate Identity & Logo Design
- Marketing & Advertising Strategy
- Product Design & Production
- Website Design (*Squarespace, Shopify, Wordpress*)
- 3D illustration (*Lightwave 3D*)
- Copywriting / Copy Editing
- Photography / Midjourney



CRAFTHAÜS DESIGN 2013-2023

Creative/art director, brand strategist, copywriter, photographer, 3D illustrator, event producer & web designer at my one person shop that “creates new experiences where shared wisdom is the blueprint for success & happiness”. Past clients/projects included:

- Infinite CBD
- Modern Fidelity
- BrüFrou & MMMixer: craft craft beer, cocktail + culinary pairings
- Cisco CIO Summit & Executive Symposium at Cisco Live!
- Wibby Brewing & Spirit Hound Distillers
- Elevations Credit Union
- Heinsenfolg Bespoke Audio

VAN HEYST GROUP 2007-2013

Chief Creative & Marketing Officer at an agency that specialized in global event programming, marketing & executive relations. Led diverse marketing team to curate targeted audiences for best-in-class conferences. Clients/projects included:

- Executive Symposium at Cisco Live!
 - Cisco CIO Summit
 - Cisco CEO-CIO Leadership Council
 - African Green Revolution Forum
 - Bill & Melinda Gates Malaria Forum
 - Equinix Events
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BLUEBOXER COMMUNICATIONS 2000-2007

Creative Director & Co-founder at my first design agency start-up where we touted “Consistency strengthens the campaign.” Small, yet growing accounts led to its acquisition by a larger Colorado agency. Clients/projects included:

- Milagro Tequila
 - Twisted Tea Hard Iced Tea
 - Ball Packaging
 - American Crew
 - Union Jack Brilliant Men’s Grooming
 - Innersound
 - PS Audio
 - StockItToYa! Board Game
 - Zicam
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BOULDER MARKETING AGENCY 1995-2000

Creative Director & Vice President at an agency focused on print advertising, event marketing & website design for national consumer products. Lead a team of 15 creatives including graphic designers, copywriters, web developers & photographers. Clients/projects included:

- JVC Consumer Electronics
- PGA Eyewear
- Saucony Running
- Case Logic