



JOHN HENSELMEIER

CREATIVE DESIGNER

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EDUCATION

UNIVERSITY OF MISSOURI
COLUMBIA, MO Bachelors

INTERNSHIP

DISNEY DESIGN GROUP
GRAPHIC DESIGN 2011

KEY SKILLS

- Experience in managing multiple design projects with varying levels of complexity, while meeting deadlines and maintaining high-quality standards.
- Strong leadership and communication skills, evident in leading creative teams and providing detailed feedback to external Licensees.
- Experience in developing 3D product utilizing both 3D software and traditional 2D turnaround drawings
- Analog and Digital Photography

CONTRACT EXPERIENCE

REED EXPOSITIONS (REEDPOP) 2018-Present

- Graphic Design & Merchandise Design
 - New York Comic Con , C2E2 & more.

WALT DISNEY IMAGINEERING 2012-2020

- Park Signage and Collateral
 - EPCOT and Adventures by Disney.

ITEC ENTERTAINMENT 2016-2017

- Park Signage and Concept design.

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Lightroom
Adobe After Effects
Adobe Premiere Pro
Blender
Z Brush

EXPERIENCE

LUCASFILM - DISNEY CONSUMER PRODUCTS | ASSOC. PRODUCT DESIGN MANAGER
2020 - PRESENT

- Provide support for the Lucasfilm pillar within Disney Consumer Products, focusing on the Star Wars brand for both the vertical and licensed business.
- Conceptualize and develop designs for new products within the Home, Accessories and Apparel categories for Disney Parks, Disney Stores, and direct-to-consumer avenues.
- Collaborate with Global Creative to develop and expand existing style guides, ensuring a consistent branding image throughout the collection.
- Manage the end-to-end product life cycle, from concept to final delivery, by working closely with Global sourcing and overseas vendors.
- Art direct and review vendor driven products under the Home and Accessories categories, such as Beeline Creative, Loungefly, Corkcicle, Herschel and more.
- Lead the small appliances and stationary licensing business within the home category by reviewing concepts and providing direction and feedback to licensees.
- Strategize across categories to deliver trend driven, innovative, and consumer-centric product lines while ensuring market-leading innovation.

4R RESTAURANT GROUP | CREATIVE DIRECTOR - MARKETING
2017-2020

- Led the creative team as Creative Director for the 4R Restaurant Group marketing department in design, photography and video production.
- Developed branding for new concepts and ensured consistent branding across 15+ 4 Rivers Smokehouse and The Coop locations in Florida and Georgia.
- Acted as project lead for outside collaborations with Walt Disney World establishing the 4R Cantina Barbacoa Food Truck in Disney Springs, as well as 4 Rivers, The Coop and Cantina locations within ESPN Wide World of Sports.
- Collaborated directly with the CMO & CEO to implement a cohesive creative direction for the company, including traditional and digital marketing, print collateral, web, in-store signage and fixtures, menus, retail, and new restaurant concepts.
- Directed food photography and marketing photography sessions inside the restaurants and test kitchens.
- Directed marketing video shoots from storyboard, shooting and final edit.

DISNEY CREATIVE GROUP | GRAPHIC DESIGNER & PRODUCT DESIGNER
2011 - 2020 (contract and employee)

- Designed creative assets for Disney Theme Park Merchandise, specializing in style guide development and product design for Hardlines and Softlines.
- Supported various Disney partners, including Lucasfilm, Marvel, and Pixar, in the development of product concepts for hardlines, softlines, home, event, specialty, and new park experiences teams.
- Led creative projects for significant milestones and events, such as the Walt Disney World 50th "Vault" Program, EPCOT's 30th and 35th programs, Star Wars Day At Sea, and Disney's Hollywood Studios 25th Anniversary.
- Contributed to product development initiatives for Star Wars Galaxy's Edge, Avengers Campus, and Guardians of the Galaxy Cosmic Rewind.