

**BIO** / Press Release

Currently Creative Director and Partner at Bespoke Arsenal, a creative collaborative providing tailored and targeted brand solutions, John manages day-to-day client engagement and works closely with clients to determine strategic direction for their market needs and define estimates to achieve their goals. He also oversees every aspect of the creative solutions produced, as well as the teams (creatives and developers) that Bespoke Arsenal partners with.

A design veteran with extensive experience both nationally and locally, John Loftin is highly respected in the design community and brings an organized style along with an inspired direction to every campaign project. His vision to translate a company's brand and product positioning into effective creative media gives clients valuable insight to understanding markets and audiences.

A Raleigh native, John served as Creative Director for Ulanguzi Creative Strategies overseeing integrated interactive campaigns. Before diving deep into the interactive world, John was Associate Creative Director for RBW Advertising from 2003 until 2009.

Loftin's print and television campaigns have been recognized with ADDY, BOOM, Mobius and Telly awards, with a career highlight of recognition from The ONE Show Rx. His experience involves working with global brands such as Levi Strauss and Co., EA Sports and GlaxoSmithKline, as well as Volvo Trucks, BB&T, CREE, Kimley-Horn & Associates, PPD, Virginia International Raceway and the Carolina Hurricanes.

John is a former President of AIGA Raleigh, an organization of graphic arts that inspires designers and aids them in professional development.

**EXPERIENCE**

**Partner + Creative Director**

January 2011 to Present  
Bespoke Arsenal  
Raleigh, NC

**Creative Director**

March 2009 to December 2010  
Ulanguzi Creative Strategies  
Raleigh, NC

**AIGA Raleigh President**

May 2008 to May 2010

**Associate Creative Director**

March 2006 to March 2009  
RBW Advertising  
Raleigh, NC

**Senior Art Director**

December 2000 to February 2006  
RBW Advertising

**Art Director**

February 1994 to November 2000  
Rockett, Burkhead, & Winslow

**Graphic Designer**

January 1993 - September 1993  
Zimmerman Crowe Design  
San Francisco, Ca

**CLIENTS**

BB&T

Biscuitville

Carolina Hurricanes Hockey

CREE

Dollar Tree Stores

Duke University Health System

E.A. Sports

East Carolina University

Glaxo Smith Kline

Levi Strauss & Co.

North Carolina Tourism

PPD

(u)phoria!

Sumitomo Electric Lightwave

Volvo GM Heavy Trucks

Wavecom

YPrime

**EDUCATION**

East Carolina University  
School of Art

BFA Degree  
Graphic Design  
December 1993