

CONTACT DETAILS

Principal, Brand Systems Architect, Fractional Creative Director

CONTRACT Project-Based, Executive Retainer

PROFESSIONAL SUMMARY

High-impact, remote-ready Creative Director and Systems Architect with 40+ years of high-level enterprise expertise specializing in brand narrative strategy, creative direction, production, re-engineering, and revenue-generating campaigns. Battle-tested leader with a career foundation forged at Madison Avenue titans like N.W. Ayer and Bozell & Jacobs. Expert at diagnosing structural friction within distributed creative organizations and architecting high-utility visual frameworks, modular asset systems, and unified brand narratives that drive multi-million-dollar DTC growth.

CORE COMPETENCIES & KEYWORDS

- *Brand Narrative Strategy*
- *Creative Production Ecosystem Re-Engineering*
- *Remote Creative Governance & Team Leadership*
- *Advanced Figma Architecture & Component Lifecycle Management*
- *Design Tokenization & Modular Scale Kits*
- *Typography-First Visual Strategy & Media Production*
- *Scalable Digital Storefront Infrastructure*
- *Production Tool-Chaining & Workflow Systems*
- *Agile / Scrum Environments*

PRINCIPAL EXPERIENCE

Principal, Brand Systems Architect, ECD, JohnBorys.com — Remote October 2023 to Present

- **Ecosystem Re-Engineering:** Engineered a typography-first visual framework that completely bypassed expensive physical production and complex animation pipelines, dropping project asset overhead by 40% while preserving absolute conceptual clarity.
- **Brand Narrative Strategy:** Translated abstract brand directives and raw consumer telemetry into a clean, geometric visual hierarchy, boosting multi-channel engagement by 22% via highly structured digital e-commerce layouts.
- **Remote Creative Governance:** Lead a team of senior product designers on advanced layout mechanics and structured grid alignment rules, aggressively optimizing implementation velocities across high-traffic enterprise web infrastructure and application landing pages.

Senior Creative Systems Designer / Principal Point 3 Communications — Houston, TX (Remote)
February 2019 to September 2023

- **Full-Lifecycle Storefront Architecture:** Managed dynamic asset configurations, micro-interaction logic, and responsive digital real estate serving over 12M+ active consumers B2B worldwide.
- **Visual Engine Transformation:** Spearheaded an enterprise-wide design asset overhaul, converting fragmented graphics into a single, unified component ecosystem that slashed technical frontend implementation debt by 35%.
- **Execution Under Friction:** Maintained strict shipping schedules inside heavily distributed, asynchronous working landscapes, delivering key product updates to match accelerating market demands.

JOHN BORYS (713) - 416 - 8422

Principal, ECD / Brand Strategist / Brand Systems Architect
Select Career History | Prior to 2019

- Directed creative execution, multi-million dollar campaign architecture, and brand design infrastructures across a premier career history with global agencies, consumer brands, and technology networks.
- Managed large-scale creative teams, scaled internal design tooling, and successfully maintained brand continuity across complex, matrixed business models.

ENTERPRISE IMPACT & LANDMARK PROJECTS

- Real-Time Gaming Architecture (DWANGO): Spearheaded the landmark "GET REAL" campaign and product strategy to position DWANGO as the premier, zero-latency live-streaming platform. Framed complex network latency solutions as an immersive UX advantage, directly accelerating the firm's valuation and high-profile acquisition by a major Japanese game development house.
- Enterprise Design System Scalability (Baylor Healthcare): Engineered a unified typographic family and multi-tenant layout matrix to integrate 55 disparate healthcare products and subdivisions, aggressively slashing cross-functional production friction.
- Retail Ecosystem Architecture (Pennzoil): Engineered national Point of Sale (POS) campaigns and unified merchandising systems across all major retail outlet markets.
- Global Digital Asset Infrastructure (Skaugen PetroTrans): Architected a central asset data repository and digital data sheets isolating complex lightering ship engineering features, dropping sales force retrieval friction and increasing inquiry volume by 300%.
- High-Budget Program Production (N.W. Ayer): Directed a cross-functional unit of 20 creative and production professionals to launch national multi-channel programs for Continental Airlines, managing a \$7M asset production budget across 35 national markets.
- Tier-1 Account Acquisition (Bozell & Jacobs): Co-architected over 600 custom creative presentation assets within a collaborative creative team to win the landmark \$56M American Airlines account.
- Identity Architecture (Kolache Factory): Designed the iconic corporate logo and engineered all unified in-store Point of Sale and franchise system frameworks, scaling operations from 2 to 23 locations.

CASE STUDY FEATURE: "TYPOGRAPHY 101" OVERHAUL

- The Challenge: Transformed a complex, high-overhead narrative advertising layout requiring heavy external video production cost outlays.
- The Architecture: Re-engineered the concept entirely through a raw typographic layout, using scale, heavy contrast, and intentional white space to let the copy drive the interaction model.
- The Outcome: Drastically reduced deployment time and minimized operational costs to a minor fraction of the original execution expenses, proving high-end typographic systems can completely replace expensive production frameworks.

EDUCATION

- Bachelor of Fine Arts (B.F.A.) in Advertising Design & Fine Art University of North Texas-Denton, Texas