

J.

JOHN  
ORCHARD  
visual branding

310.729.9402

john@jporchard.com

los angeles, CA

Creative professional with a passion for visual storytelling and a proven track record in photography, videography, graphic design, and 3D rendering. Offering a one-stop-shop for companies seeking comprehensive visual branding solutions. Proven ability to bring clients' visions to life through a combination of technical expertise and creative flair.

---

## EXPERIENCE

---

### TOOLS

photoshop  
illustrator  
after effects  
premiere pro  
final cut pro  
cinema 4d

### SKILLS

visual branding  
typography  
print design  
photography  
lighting for photo  
photo editing  
3d compositing  
creative writing  
video production  
lighting for video  
video editing  
video effects

2023

*OWNER, CREATIVE DIRECTOR*

2012

**Orchard Creative | Los Angeles, CA**

- Work closely with clients to understand their vision and requirements, delivering customized solutions tailored to their needs.
- Lead photography and videography projects from concept to completion for various clients.
- Develop and maintain a consistent visual style for clients' brands.
- Help clients learn how to ideate and explain their vision, to more easily facilitate branding execution.
- Utilize graphic design skills to create marketing materials and promotional content.
- Create detailed 3D models and renders to aid in visualizing architectural transformations and product presentations.
- Produce high-quality renderings for architectural visualization and product design.
- Manage a wide range of graphic design projects, including branding, packaging, and marketing collateral.
- Collaborate with cross-functional teams to ensure visual consistency across platforms.
- Conduct photo shoots for product launches and promotional campaigns.

2023

*EXECUTIVE PRODUCER, BRAND DEVELOPMENT*

2010

**United Pacific - Rocket Convenience Stores | Long Beach, CA**

- Led the redesign of the company's visual identity, resulting in a modernized and cohesive brand image across 500+ locations.
- Spearheaded the creation, development and execution of comprehensive visual brand strategies, including interior and exterior graphic applications.
- Designed and executed compelling visual branding elements, such as logos, color schemes, and brand guidelines.
- Developed all private label packaging, including coffee, fountain drink and snack labeling.



---

## EXPERIENCE

---

310.729.9402  
john@jporchard.com  
los angeles, CA

### AWARDS

SCOTTSDALE INT'L FILM  
FESTIVAL  
official selection  
2005

LA COMEDY SHORTS  
official selection  
2013

AUSTIN REVOLUTION  
FILM FESTIVAL  
best series director  
2017

### EDUCATION

UNIVERSITY OF ARIZONA  
chemistry

PORTFOLIO  
jporchard.com

2023

#### *EXECUTIVE PRODUCER, BRAND DEVELOPMENT*

2010

#### **United Pacific - Rocket Convenience Stores (Continued)**

- Collaborated with department leads to ensure brand consistency across all channels, including digital, print, and social media.
- Managed a team of designers, providing guidance and oversight to ensure the successful, cohesive implementation of branding initiatives.
- Built the public company website and created all assets for both the website and user app.
- Collaborated with external agencies for the creation of marketing collateral, ensuring alignment with brand guidelines.
- Founded the Video Production Department.
- Led the production of short-form videos, consistently exceeding company expectations in terms of creativity and quality.
- Collaborated with all departments to understand their vision and objectives, translating concepts into compelling video content.
- Developed and implemented creative scripts, incorporating instructional elements seamlessly into the narrative.
- Utilized advanced video effects and editing techniques to enhance visual appeal and entertainment value.
- Managed end-to-end video production processes, from concept development to final delivery.
- Captured high-quality architectural and product photographs for marketing, promotional, and compositing materials.
- Utilized advanced 3D software to construct architectural structures for visualizing remodeling and rebranding projects.
- Composited and rendered 3D models into photographic content, seamlessly integrating digital elements into real-world environments.
- Collaborated with cross-functional teams to develop visual concepts and bring creative ideas to fruition.
- Provided expertise in site development and remodeling projects through the production of final renders for client presentations.
- Ensured the consistency and quality of photographic and 3D graphic deliverables throughout the project lifecycle.

2010

#### *ASSOCIATE PRODUCER, EDITOR*

2005

#### **Candee Productions | Scottsdale AZ**

- Produced and edited high-quality corporate training videos, adhering to brand guidelines and meeting client specifications.
- Implemented advanced video and audio editing techniques to enhance visual and auditory appeal.
- Spearheaded data management strategies, optimizing workflow efficiency and maintaining a meticulous organization of multimedia assets.
- Demonstrated expertise in still photography, capturing key moments and creating visually striking promotional materials.