

JOHN MUMBOWER

Senior Studio Artist | Creative Strategist | AI-Enhanced Designer

Professional Summary

Multidisciplinary Senior Studio Artist and Creative Strategist with 20+ years of experience spanning print, digital, packaging, social, live events, and experiential design.

Founder of John Mumbower Studio and Senior Studio Artist at AbelsonTaylor – one of the most awarded healthcare advertising agencies in the U.S. – where I support global brand launches, billion-dollar portfolios, and award-winning campaigns.

In parallel, I've built and scaled consumer-facing brands across e-commerce and experiential retail, directing identity systems, digital strategy, and live activation environments.

I contributed to the modernization of studio operations by helping launch an enterprise-wide Digital Asset Management (DAM) system and serving on the agency's AI Center of Excellence – evaluating and integrating next-generation creative tools into real-world production workflows.

Across agency and entrepreneurial environments, I build scalable brand systems and immersive visual experiences that convert attention into measurable impact.

Core Expertise

Brand Identity Systems, Print & Digital Campaign Execution, Convention Booth Asset Production, Large-Format & Event Graphics, Packaging & Merch Systems, UX/UI Fundamentals & Prototyping (Figma), Experiential & Environmental Branding, AI-Enhanced Creative Workflows, High-Volume Production Systems, Creative Strategy & Brand Scaling

Tools & Platforms

Adobe Creative Suite, Adobe Express, Figma, Canva, Midjourney, Firefly, GPT, Runway, Eleven Labs, HeyGen, Blender, Enterprise DAM Systems, Shopify, Printify, Google Workspace

Professional Experience

AbelsonTaylor

Senior Studio Artist | 2007-Present (Full-Time)

- Lead digital and production execution across global healthcare campaigns for major pharmaceutical brands.
- Produce large-format graphics and convention booth assets for national and international medical conferences.
- Supported campaigns recognized by Clio Health, MM+M, and The One Show, contributing to multi-million and billion-dollar brand portfolios.
- Member of the agency's AI Center of Excellence, evaluating and piloting AI-driven creative tools to increase efficiency and innovation.
- Contributed to the launch of an enterprise-wide Digital Asset Management (DAM) system as part of the transition to a fully integrated studio model.
- Trusted for regulatory accuracy, precision, and the ability to scale assets across complex brand ecosystems.

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John Mumbower Studio

Founder & Creative Director | 2010–Present (Independent Consultancy)

Boutique creative consultancy delivering branding, digital campaigns, experiential design, and overflow production support.

- Develop comprehensive brand identity systems including logos, typography, color systems, and visual guidelines.
- Design print collateral, packaging, signage, campaign systems, and social media kits.
- Prototype digital experiences and campaign concepts in Figma.
- Integrate AI-assisted production workflows to accelerate creative output and concept development.
- Serve as a contract creative partner for agencies and businesses requiring scalable, on-brand execution.

Entrepreneurial Ventures

Founder & Creative Director | 2014–Present (Before the Cruise & ChiTown Beverages)

Built and scaled consumer-facing brands spanning e-commerce, mobile retail, experiential marketing, and live event activations – leading brand strategy, creative direction, and operational execution.

- Developed complete brand ecosystems including identity systems, packaging, merchandise, menus, signage, digital campaigns, and promotional assets.
- Designed and launched Shopify storefronts, affiliate programs, loyalty rewards systems, and mobile app interfaces.
- Created event-ready brand environments including booth graphics, large-format signage, menu boards, and experiential displays.
- Directed seasonal product launches and community-driven campaign concepts across digital and live channels.
- Integrated AI-powered creative workflows (GPT, Midjourney, Firefly, Eleven Labs, HeyGen) to scale content production and accelerate campaign development.
- Oversaw end-to-end brand operations including vendor sourcing, event logistics, compliance coordination, production management, and customer experience systems.
- Managed full lifecycle execution from concept and prototyping through production, vendor coordination, and live deployment.

Education

Dominican University

Bachelor of Arts in Graphic Design
Minor in Business
1999 – 2004

California Institute of the Arts

UI/UX Design Certificate
2021