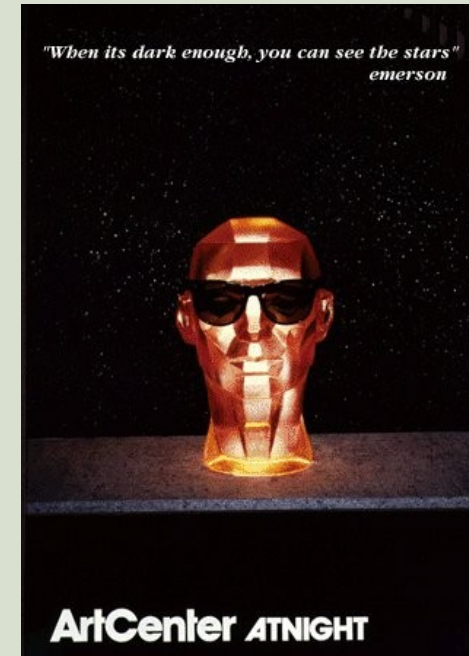


BOB SAINT JOHN · CREATIVE DIRECTION & LEARNING

Give your idea a form people remember.

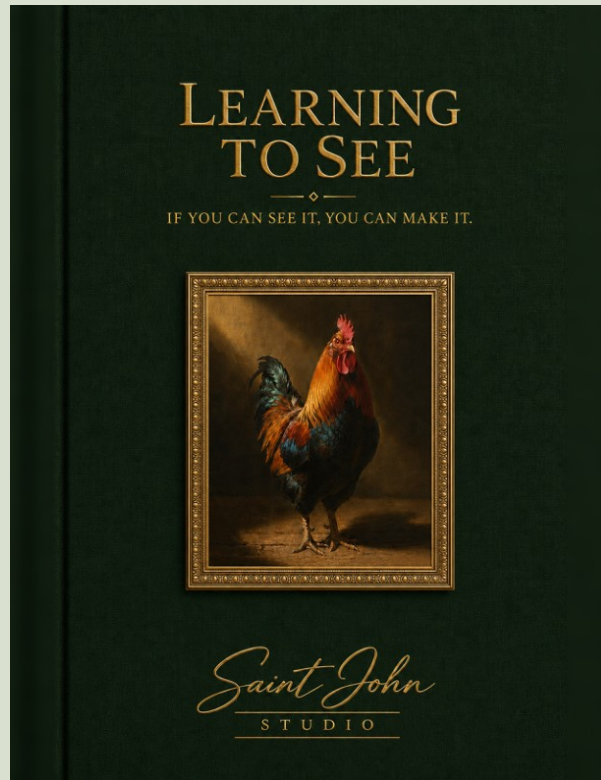
Visual communication that helps people understand an idea and develop the judgment to use it.



For ArtCenter's evening education program, I gave form to Emerson's line: "When it is dark enough, you can see the stars."

OBSERVATION AS A CREATIVE PRACTICE

Learning to See



Seeing clearly before making.

I created Learning to See around a practice: look closely, notice patterns and relationships, then let those observations shape what you make.

A LONGER VIEW

The Evolution of Visual Communication



Media shape ideas.
Learning to see helps us
choose tools with care.

A TEACHING APPROACH

How learning evolves

In the classroom

The prompt starts the work.
Students interpret it in their own
medium and explain the choices
behind their response.

A useful learning tool creates room for independent judgment.

Beyond the room

The Idea Machine lets instructors
change the material. AXIOM
explores how prompts and
decisions can remain available as
creative work develops.

CLASSROOM METHOD

The Idea Wheel

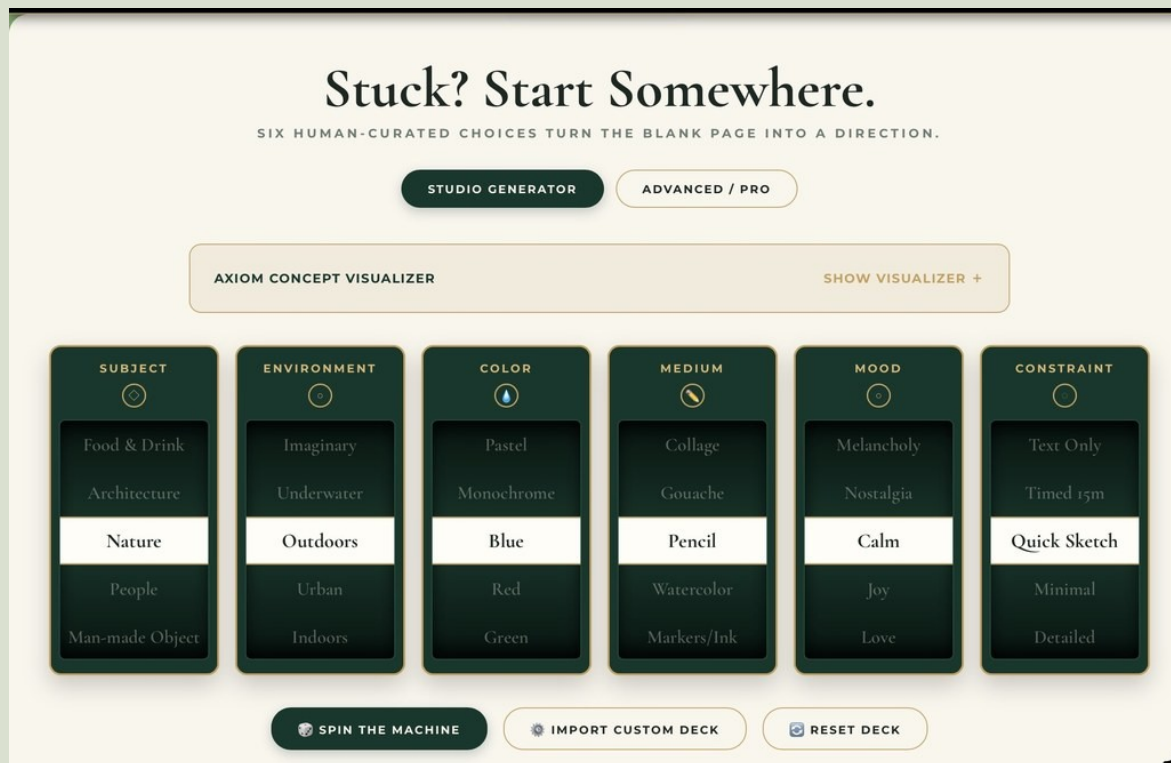


I created the Idea Wheel at Montserrat College of Art to help my senior illustration students move beyond the empty canvas.

The six discs combine independent constraints. Students respond to an unexpected combination, then explain why they chose that direction. The wheel gets them started without deciding the result.

THE METHOD BECOMES DIGITAL

The Idea Machine



The method adapts.

I developed the digital wheel around six choices: subject, environment, color, medium, mood and constraint. Instructors can change the decks. Students interpret each new combination.

CRITIQUE AND CHOICE

Interpretation and judgment



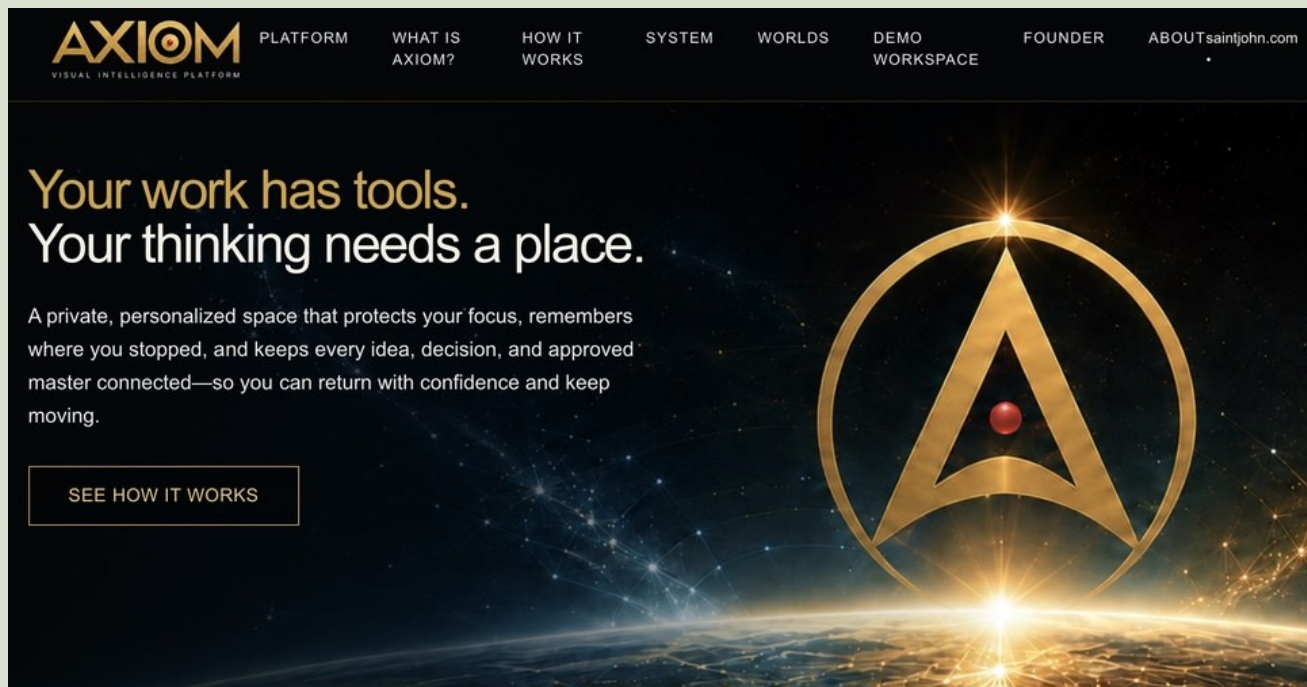
Peaches in Paris · AI-assisted visual trial

The learner makes meaning.

A prompt can become a drawing or story without AI. When a visualizer is on, its image becomes material for critique. Students compare their choices with the model's interpretation, then decide what to revise.

CREATIVE CONTEXT · IN DEVELOPMENT

AXIOM



Keep decisions in view.

AXIOM is in development to connect prompts, decisions and approved work while preserving creative context.

AXIOM website introduction · project in development

BOB SAINT JOHN · SELECTED WORK

LEARNING ACROSS AN ORGANIZATION

Sales training and infrastructure

In the field

Field rides with sales representatives led me to create “Surprising What the Ads Can Tell You,” a class on reading the clues inside an ad and using design in the sales conversation.

The teaching method and its delivery system had to work together.

In Dallas

In Dallas, I designed training programs for a larger sales organization and worked on the Sales Training website and learning management system that supported their delivery.

AGENCY AND INTERNAL COLLABORATION

One idea across media



Verizon Yellow Pages

I collaborated with J. Walter Thompson as the Shar-Pei idea moved from television to outdoor and local-market advertising. In regional communications, I connected agency partners with each market's needs.

Pantry storyboard and outdoor shelters

CREATIVE OPERATIONS

The work behind the work

12

people on the
creative team

29

U.S. markets served

Template

Built an automated template
for approved photographs,
copy and text

CHANGE AT ENTERPRISE SCALE

Working inside the brand

NYNEX · BELL ATLANTIC · VERIZON · IDEARC

I directed communications across 29 U.S. markets, coordinating market leaders and agency partners. We kept the brand recognizable while adapting its execution to each market.

A standard works when people can put it to work.

CREATIVE DIRECTION & LEARNING

Learning through visual communication.

I design learning experiences that help people see clearly, test their choices and apply what they learn.

www.saintjohn.com

www.saintjohnstudio.com

www.axiom.saintjohn.com

www.AtlasCueAcademy.com

bob@saintjohn.com

BOB SAINT JOHN

CREATIVE DIRECTOR / BRAND SYSTEMS / LEARNING EXPERIENCES

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PROFILE

Creative director and hands-on designer with more than three decades in visual communication, publishing, digital experiences and enterprise creative operations. Former senior design instructor who develops clear ways to teach complex ideas and leads visual systems from concept through production.

RELEVANT STRENGTHS

Learning experience design • Art direction and critique • Brand identity and standards • Editorial and presentation design • Visual storytelling • Digital experiences • Team leadership • Creative workflow systems

EXPERIENCE

Founder and Executive Creative Director, Saint John Studio | 2009–present

- Direct brand identities, digital experiences, editorial work, presentations and publishing for enterprise, regional and entrepreneurial clients.
- Created Learning to See, a book on observation as a creative practice; developed the classroom Idea Wheel into the configurable digital Idea Machine.
- Developing AXIOM, a visual intelligence platform intended to retain creative context, decisions and approved work in a usable system.

Creative and Marketing Director, Telios Engineering Corporation | 2007–2009

- Established a unified master brand strategy across engineering and technology divisions and directed communications and marketing materials.

Creative leadership and marketing communications, NYNEX / Bell Atlantic / Verizon / Idearc Media | 1995–2007

- Moved through design, sales training, creative services, product marketing, instructional design and regional marketing communications during successive mergers and brand transitions.
- Taught sales representatives to read and use design in their conversations with customers; later worked on the Sales Training website and a Dallas learning management system supporting instruction at a larger scale.
- Led a 12-person creative organization; redesigned workflows associated with a 300% productivity increase and a 60% rise in customer satisfaction.
- Directed communications across 29 U.S. markets for 3.5 years, coordinating market leaders, internal teams and agency partners including J. Walter Thompson.
- Worked with technical teams to connect creative tools with production systems and automate repeatable design tasks.

Senior Instructor, Illustration and Design, Montserrat College of Art | 1989–1992

- Developed senior portfolio curriculum, introduced computer illustration and animation, and created the Idea Wheel to move students beyond the empty canvas.

EDUCATION

ArtCenter College of Design, BFA, Illustration and Design, Honors

University of New Hampshire, Associate of Arts, Design and Visual Communication

TOOLS AND CURRENT PRACTICE

Adobe Creative Cloud • Microsoft 365 • Digital and web design workflows • UI/UX prototyping • AI-assisted concept exploration and production. Portfolio: saintjohn.com