

John Fuller

Creative Director / Design Strategy at Phoenixfire Solutions

Charlotte, NC, US

Owner at Phoenixfire Solutions a Design and Consulting Agency.

Biography

From the neatly placed branding on our morning coffee to the sleek lines of the electronic gadgets that we can't make it through the day without, design is influencing every sphere of our daily lives. Because of this graphic design has become more important to your success than ever before. At Phoenixfire Solutions, we handle a wide scope of graphic design projects, using cutting-edge techniques and industry-standard design tools. We handle projects using an ecosystem approach, allowing us to recommend and implement solutions that go far beyond that of your standard graphic design firm. This approach leads us down a very different path and to an altogether better result. For example, when working on a logo design, we are not only focusing on creating you a memorable logo, but we also take into consideration how the design will work overall. Will the design be effective in small application (embroidered on a t-shirt)? Is it going to fall inline with your current branding? What good is a new logo if you can't use it in the ways you need? We will work with you from inception of concept through final artwork to ensure your design speaks to your audience in a clear & captivating way. As a Graphic/Web Designer I have experience with in Adobe CS5, HTML, and JavaScript. I have worked on projects including Brand Guidelines/Vision/Strategy, Logo Design, Advertising, Brochures/Collateral, Direct Mail, Lookbooks, Posters, Print Design + Production, Email Marketing, Wordpress, Microsites, Online Advertising, Social Media, Website Design, SEO, Banners/Posters/Signage, Infographics, and Wayfinding.

Availability

Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Design, Graphic Design, Training and Development, Advertising/Marketing, Direct Marketing, Non-Profit/Charitable, Print Media, Business Services

Areas of Expertise

Graphic Design, Design Strategy, Facilitation & Training, Workshops & Coaching, Inbound Marketing, Non-Profits, Social Media, Social Good

Affiliations

AIIGA Charlotte, Designers Accord, BNI

Sample Talks

The design generation.

Good design used to be an afterthought, now it expected. Everyday people are looking at your print collateral, website, and products and are making a decision on whether to work with you or not. If your not investing in great design your loosing customers before you even realize that they might have been interested.

Event Appearances

Facebook for Nonprofits

Facebook for Nonprofits

A nonprofits guide to Facebook, Causes, and the Social Graph

N/A

Designing for a Better World

AIGA BUZZ

Target Messaging - Building Easy Talking Points for your Business.

SCORE Regional Meeting

Who We Should Work With - Collaborative Analysis

Identifying Collaboration and Referral Partners

Education

West Virginia University Institute of Technology

Electrical Engineering, Mathematics

Testimonials

Teri Emond

"Until we listened to Phoenixfire Solutions' presentation, we approached social media as an afterthought, an add-on without any measurable value. They showed us concrete ways to use social media tools to do what we were already doing, only better, reaching larger segments of our constituency efficiently and with regularity to deliver more current, relevant messaging to members, volunteers and donors.."

Lucas Weber

"I found the class to be a perfect mixture of general and technical information. Starting with statistical information about Facebook's reach was a very effective method of grabbing the audience's and conveying the magnitude of potential reach this particular channel offers. You also did a good job of describing the "social graph" and it's Facebook's impact of it."

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