

# JOHN STAS (JP)

CREATIVE TECHNOLOGIST · DESIGNER · PROCESS INNOVATOR

Multidisciplinary creative professional with 10+ years of experience bridging design, technology, and business. Skilled at transforming complex ideas into clear, scalable solutions—whether through creative branding, SaaS concept development, in-house production systems, or customer-facing digital platforms. Adept at blending hands-on execution with strategic planning to drive innovation, efficiency, and growth.



## CREATIVE TECHNOLOGIST

Built and managed in-house print studio: vehicle wraps, signage, apparel.

Designed visual identities, catalogs, and retail marketing campaigns.

Skilled in Adobe Creative Suite (Illustrator, Photoshop, Audition) and vector-based design.



## DIGITAL PLATFORMS & TECHNOLOGY

Migrated company CRM from Evosus -> Jobber (2024-2025), improving workflows and customer tracking.

Launched and managed e-commerce extension site generating \$100k+ in its first year.

Designed and deployed digital-first tools: customer payment portals, automated HR/onboarding flows.

Proven ability to learn and reverse engineer new software quickly, applying solutions at scale.



## Process & Operations Innovation

Converted paper forms -> digital forms for HR, field technicians, and client-facing workflows using Formstack.

Planned and executed email campaigns in Mailchimp with average click-through rates of 15-30% depending on audience targeting.

Developed and executed social media strategies, creating branded content across Facebook, Instagram, and YouTube.

Built repeatable systems to save time, cut costs, and ensure brand consistency across 3 retail locations.



## EXPERIENCE



### Caribbean Pools & Spas

Business Development & Creative Lead (2014-2025)



### Origin Creative Group

Proprietor/Designer (2013-2014)



### Halo Ventures

Director of Operations (2012-2013)



## EDUCATION

### Indiana University

Herron School of Art & Design  
BA, Visual Communications (2012)



### Certifications

FAA Part 107



## CONTACT



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