John Carman

CREATIVE LEADER / BRAND AND CREATIVE OPERATIONS

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SUMMARY

Creative leader across brand, creative direction, and creative operations, with 20 years turning complex goals into clear, useful, and distinctive creative work, most of it inside enterprise healthcare and 13 of those years in behavioral health. Led the creative transition through an enterprise acquisition and rebrand, co-manage a ten-person studio production team after running a five-person creative team (four designers and creatives reporting to me) as Creative Director, direct outside agencies and production vendors, and build the systems, templates, and governance that let quality scale with volume.

EXPERIENCE

Elevance Health

2023 – PRESENT

DESIGN MANAGER

2023 – PRESENT

Came to Elevance Health through its acquisition of Beacon Health Options, where I was Creative Director. Now on the Studio Production team, the in-house studio serving all lines of business across an ~85,000-person enterprise, on point to produce a high volume of work accurately and on brand.

- Co-manage a team of ten designers producing brand, campaign, and digital work across every Elevance Health line of business.
- Manage the relationship with WebbMason, our external production and event-support partner, a ten-year account carried across three roles.
- Part of the team that rebuilt Workfront intake, review, and approval around ~75 projects a month. The group took the process apart around the pain points it named rather than patching the existing instance.

- Own creative review and quality control, and build the templates, governance, and systems that hold quality and accuracy steady as volume grows.
- Lead the push for AI in the studio's creative work, moving generative tools into live production and carrying that across the wider creative organization.

Beacon Health Options

2010 – 2023

CREATIVE DIRECTOR — 2018 – 2023

Ran the creative function for a national behavioral health company (the team, the systems, and the brand), then carried all three through its acquisition by Elevance Health.

- Led a five-person creative team (four designers and creatives reporting to me) and directed Sway, the external design agency, setting the creative standard across brand, campaign, and digital work.
- Led the Beacon to Carelon rebrand team, which grew to about 20 people (in-house designers, a video artist, project managers, writers and freelancers) and rebuilt about 1,500 assets.
- Led the design and managed the rebuild of Marketing Bench from the Beacon version into the Carelon-branded self-serve print-on-demand platform, adding functionality, a BI dashboard for metrics and analytics, and more self-service for sales and field teams. Launched March 2023.
- Led Stamp Out Stigma, a national mental-health awareness campaign, including out-of-home placement in Times Square.

MANAGER OF CREATIVE SERVICES — 2016 – 2018

Took over the creative services function: the in-house team, the budget, the vendor relationships, and the standards behind the brand.

- Managed the in-house creative team: hiring, training, design direction, and presentation support.
- Owned the creative budget and the outside relationships that ran alongside the in-house team: Sway as the design agency, WebbMason for production and event support.
- Wrote and maintained the company style guide and the brand-compliance standards behind it.
- Rolled the merged Beacon brand out across 54 offices, 5,000 employees, and 270 customers.

GRAPHIC DESIGNER / VALUEOPTIONS → BEACON HEALTH OPTIONS — 2010 – 2016

Joined ValueOptions producing brand, campaign, print, and member-facing work, and stayed through the 2014 merger that created Beacon Health Options.

- Design and production across brand, campaign, and member communications for a national behavioral health organization.
- Worked through the ValueOptions to Beacon merger, the first of several brand transitions at this company.

Carman Creative

2006 – PRESENT

FOUNDER & CREATIVE DIRECTOR — 2006 – PRESENT

Independent practice: brand, identity, web, campaign, and creative-systems work for small organizations and nonprofits. More than 30 clients since 2006, across retail, hospitality, real estate, legal, financial services, education, and nonprofits.

- Selected work includes Friends Rehabilitation Program, Colony Coffee, Special Forces Trust, and Spike's K9 Fund.
- Built CQAP on my own time, a creative QA prototype designed to support the creative reviews I ran at Elevance and to work at any organization. It checks work against a brand standards library and cites the rule behind each finding.

ASAP Printing & Graphics

2009 - 2010

GRAPHIC DESIGNER

2009 - 2010

Design and production for a commercial print shop: the grounding in how a file actually becomes a printed thing.

SELECTED WORK

Case studies for the enterprise and independent work, including the Beacon → Carelon rebrand, the Marketing Bench creative-support model, and the Stamp Out Stigma campaign, are at carmancreative.com.

STRENGTHS

CREATIVE DIRECTION · BRAND STRATEGY & SYSTEMS · TEAM LEADERSHIP & CRITIQUE · STAKEHOLDER COMMUNICATION · CREATIVE OPERATIONS · DIGITAL EXPERIENCE · CAMPAIGN DEVELOPMENT · AI-ENABLED WORKFLOW MODERNIZATION

EDUCATION

Virginia Commonwealth University

2008

BFA, Graphic Design – cum laude

TOOLS

Adobe Creative Cloud / Figma / Workfront / Claude / GPT-5 / Midjourney / Next.js

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// PRACTICE

Carman Creative: brand, creative direction, and design systems.