



# JOHN RECK PORTFOLIO

Win the Day Creative Design
wintheday.johnnyreck.com
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Business card Logo Fonts Colors

# Color Palette



# Typography

Futura Light
Futura Light Oblique
Futura Book
Futura Book Oblique
Futura Medium
Futura Medium Oblique
Futura Heavy
Futura Heavy Oblique
Futura Bold
Futura Bold Oblique











Win the day

Title: Business Cards & Color Palette

Date: 2024

Software: Adobe InDesign & Illustrator

### **BRIEF WORK DESCRIPTION:**

The logo is designed to be versatile and iconic. However, I wanted something straightforward using my initials. I like the "win the day" letters and how they are all connected. My resume has gone through many revisions for years, and I'm finally okay with the design.

In addition, I have recent referrals for reference, and I am confident with my work.

Graphic **Designer**: John **Reck** 

Writer: John Reck







Title: Business Cards & Color Palette

Date: 2024

Software: Adobe InDesign & Illustrator

#### **BRIEF WORK DESCRIPTION:**

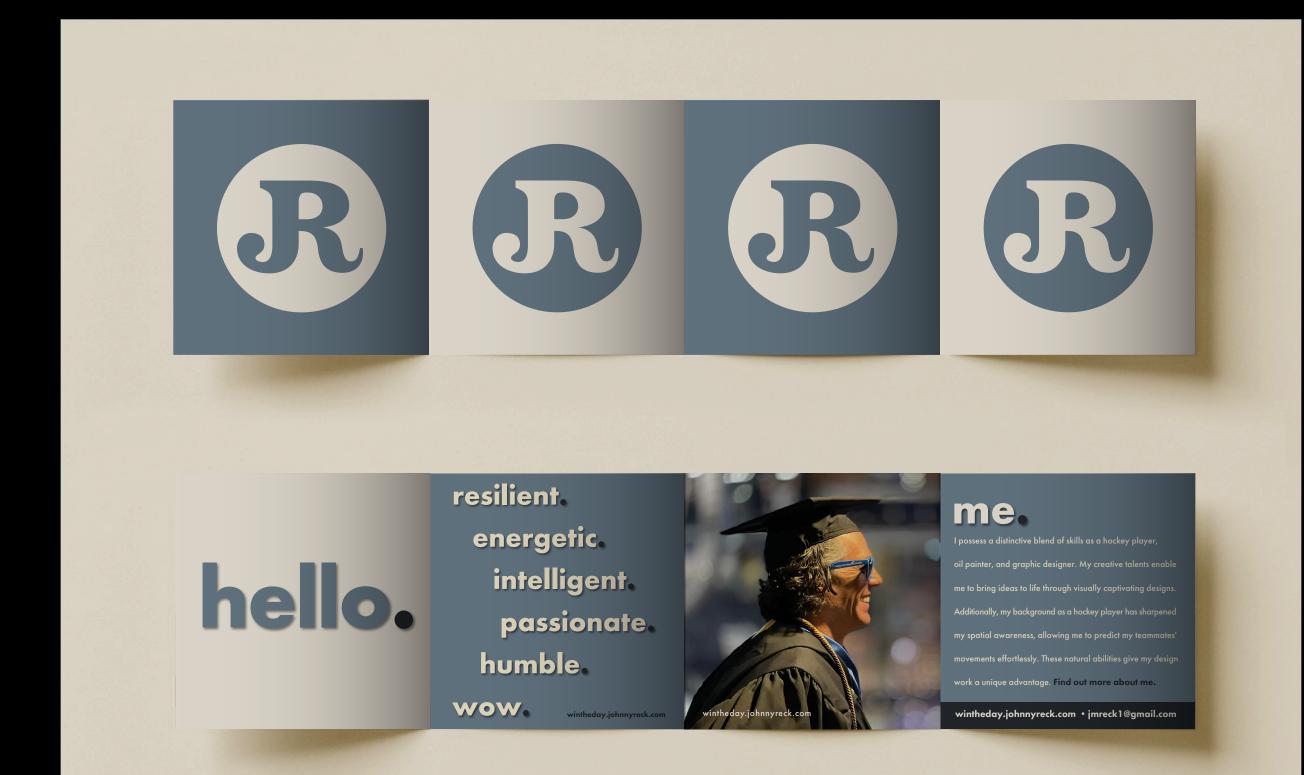
The logo is designed to be versatile and iconic. However, I wanted something straightforward using my initials. I like the "win the day" letters and how they are all connected. My resume has gone through many revisions for years, and I'm finally okay with the design.

In addition, I have recent referrals for reference, and I am confident with my work.

Graphic **Designer**: John **Reck** 

Writer: John Reck

Leave Behind BROCHURE



Title: Leave Behind Brochure

Date: 2024

Software: Adobe InDesign & Illustrator

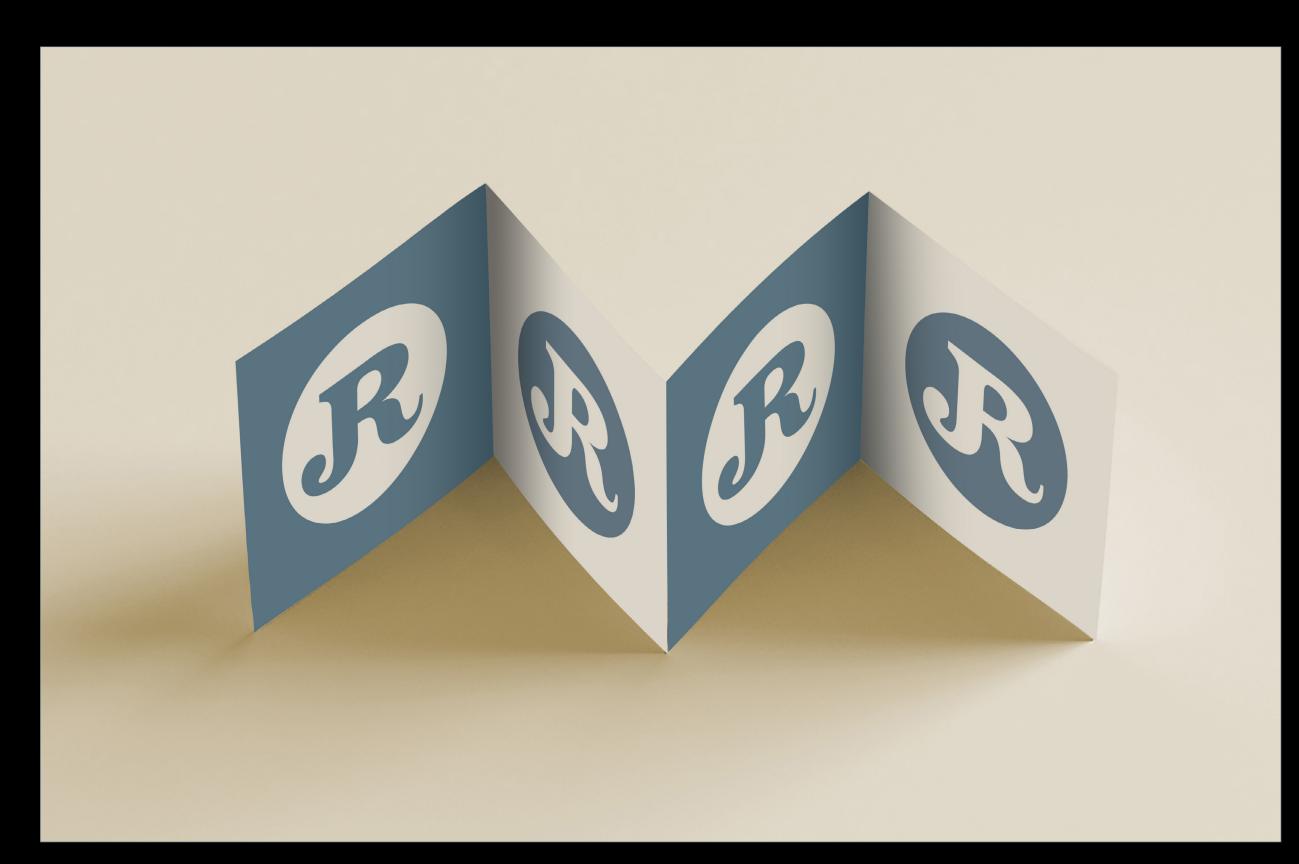
#### **BRIEF WORK DESCRIPTION:**

The leave-behind book is for potential employers or companies interested in it. The book is a simple square brochure with logos on each outside panel.

The inside keeps everything simple and a subtle drop shadow to emphasize each word. It was essential to mimic the website contact photo here to be consistent.

Graphic **Designer**: John **Reck** 

Writer: John Reck



Leave Behind BROCHURE

Title: Leave Behind Brochure

Date: 2024

Software: Adobe InDesign & Illustrator

### **BRIEF WORK DESCRIPTION:**

A leave a piece of me behind to potential employers or companies interested in. This is a simple square brochure with logos on each outside panel.

The inside keeps everything simple and a subtle drop shadow to emphasize each word. It was essential to mimic the website contact photo here to be consistent.

Graphic **Designer**: John **Reck** 

Writer: John Reck

What is win the day all about?

This concept stems from almost losing my life six years ago,

my childhood friend, Andy Noel, who told his kids to

wintheday.johnnyreck.com

Win the day every morning.

which gave me an entirely different perspective on life-inspired by

Website

Color

**Typography** 

R

John **Reck** 

R John Reck

**FUTURA** 

**Font Family** 



Digital **PORTFOLIO** 

Title: Stationary Suite

Date: 2024

Software: Adobe InDesign & Illustrator

#### **BRIEF WORK DESCRIPTION:**

WIN THE DAY CREATIVE DESIGN

resilient humble passionate creative designer

• Directed art projects and managed file storage systems,

• Created engaging animations and executed seamless video

• Engineered animated banners for Toyota and Instagram,

Conceived and managed animated web banner projects,

• Directed art projects and managed animated web banners,

• Executed digital production work, crafted studio designs,

Spearheaded art direction and produced web banners for

• Managed studio operations and illustrated storyboards to

• Served as a graphic designer, consistently delivering

Nov 2.24 — Present Owner, Win the Day Creative Design

enhancing artistic offerings

Nutter McClennen & Fish, LLP

editing to enhance digital communication

ensuring efficient workflow

innovative design solutions

Mar 2018 – May 2018 Creative Designer, Solomon McCown & Company

driving client engagement

enhancing online marketing strategies

and prepared mechanicals for print

Apr 2015 — June 2017 Studio Manager, Wallwork Curry McKenna

Mar 2015 — Mar 2016 Production Designer, PARTNERS+simons

Boathouse Group, Inc.

social media campaigns

high-quality visual assets

www.linkedin.com/in/john-reck in

www.instagram.com/johnnyreck1

jmreck1@gmail.com 🙀

617.642.0697

Win the day • 228 Andover Street • Andover, MA 01810

the day

wintheday.johnnyreck.com

Mar 2022 — Jul 2024 Graphic Design and Digital Communications,

Meta Tag is on every page in the head of my HTML document as metadata [What win the day is all about. My childhood friend's inspiration] Andy Noel and I would play hockey from sunup to sundown, no matter how cold it was or how much snow was on the ground. We made nets from mom's bedsheets and goalposts from dad's wood. We pelted the garage doors with tennis balls and left marks everywhere if it was summer. Yes, we had puck in the brain. I miss Andy, but he is with me every day, winning the day.

Graphic **Designer**: John **Reck** 

Writer: John Reck



Digital PORTFOLIO

Title: Stationary Suite

Date: 2024

Software: Adobe InDesign & Illustrator

### **BRIEF WORK DESCRIPTION:**

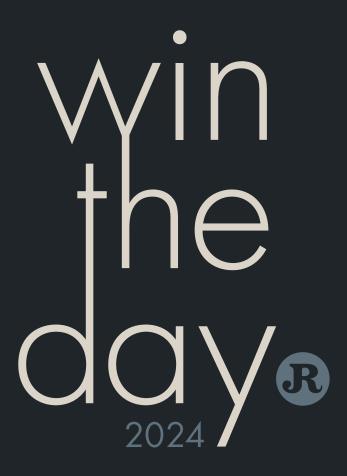
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We made nets from mom's bedsheets and goalposts from dad's wood. We pelted the garage doors with tennis balls and left marks everywhere if it was summer. Yes, we had puck in the brain. I miss Andy, but he is with me every day, winning the day.

Graphic **Designer**: John **Reck** 

Writer: John Reck





Chairs & Let GO to GROW MAGAZINE

Title: Chairs & Let GO to GROW Ad

Date: 2024

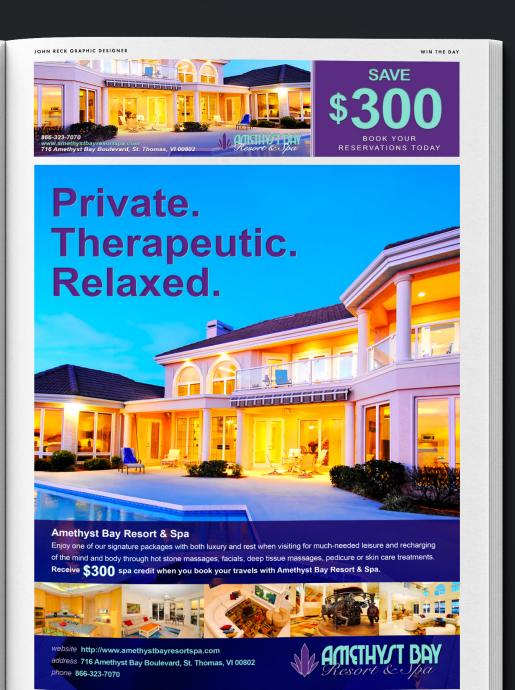
Software: Oil Painting & Illustrator

### **BRIEF WORK DESCRIPTION:**

Chairs was a commissioned painting for a spot in a hallway with a lot of light. Here, I'm using it for an ad for furniture. The Let GO to GROW Ad I designed it for a therapist who uses me for LinkedIn ads, brochures, and HTML emails. I used Adobe Illustrator to create this ad, and it came together by accident—the "A" and the name of the retreat center happened to "Alnoba." The client wanted hikers and a mountain scene with lots of colors and a campfire—hence this loveliness that hit the client. It's a very busy flyer, and I tried to tell her that, but this was the puzzle to solve. The ad needed all this content.

Graphic **Designer**: John **Reck** 

Writer: John Reck



SWOON &
AMETHYST
Bay Resort
MAGAZINE

Title: SWOON and AMETHYST Bay Ad

Date: 2024

Software: Adobe Illustrator & Photoshop

#### **BRIEF WORK DESCRIPTION:**

RESILIENT HUMBLE TALENTED

**Bachelor & Bachelorette** 

The Office Lounge, Rye, NH

No ENTRY FEE. \$15.00 to bid on your next date.

Proceeds go to HAVEN—In Portsmouth NH. A domestic violence shelter.

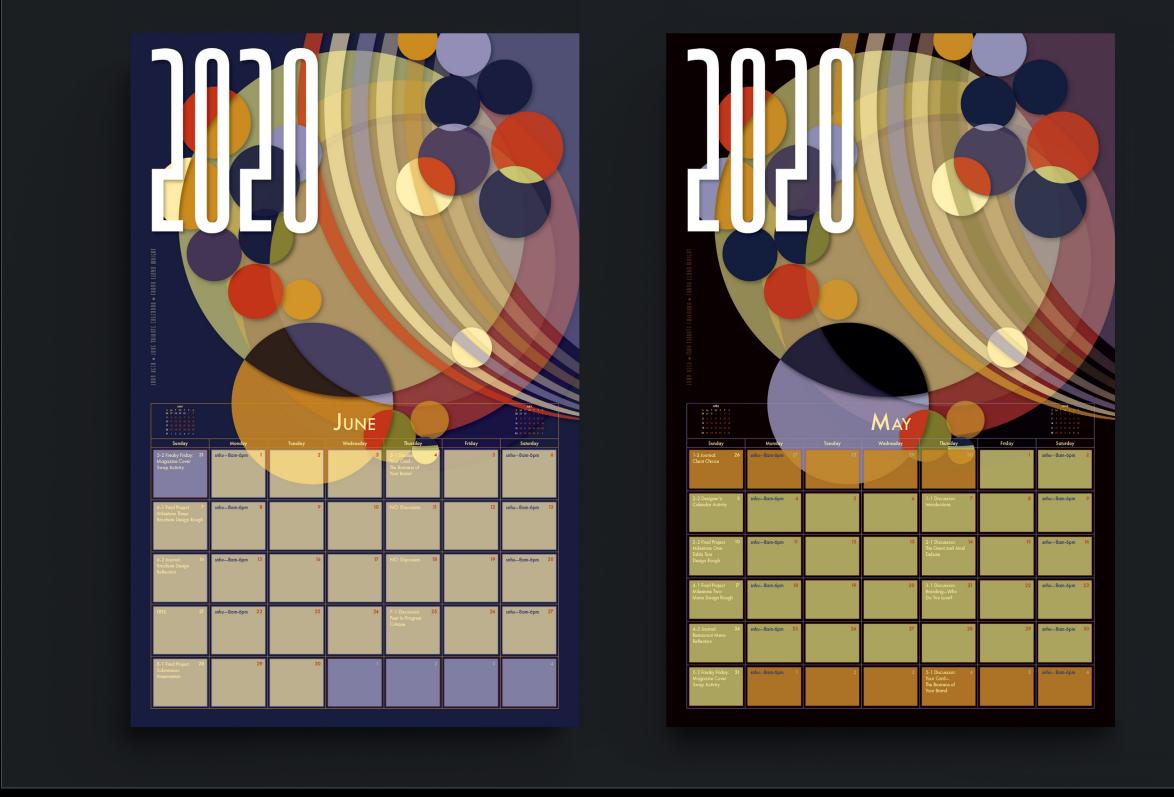
The auction begins at Friday February 11th at

To put it plainly, the SWOON Ad is for people looking for people. The client wanted something for LinkedIn and threw two complementary colors together, emphasizing the big red heart. The logo needed a white stroke, so the letters were visible. Using the grid to help center the logo. The target audience is people looking for a relationship and the message is clear when reading "Bachelor & Bachelorette Auction." Amethyst Bay Resort was a fantastic project because I had an excellent photo shoot.

This ad also made the top 10 in an SNHU Art Show. The banner animates and can be used for marketing.

Graphic **Designer**: John **Reck** 

Writer: John Reck



Frank Lloyd Wright CALENDARS

Win the day

Title: Frank Lloyd Wright Calendars

Date: 2024

Software: Adobe Illustrator & Photoshop

# BRIEF WORK DESCRIPTION:

I am using industry-standard Adobe InDesign and Illustrator to create a replica of some of Frank Lloyd Wright's calendars.

InDesign had a "calendar" extension that allowed me to use a grid, customize the rows and columns, and flow the correct days and dates.

The graphic and the style font communicate a planetarium with numerous circles and lines.

The calendar boxes are transparent in color and lay over the graphic.

Graphic **Designer**: John **Reck** 

Writer: John Reck





Title: Albert Einstein

Date: 2024

Software: Adobe Illustrator & InDesign

#### **BRIEF WORK DESCRIPTION:**

Introducing Futura and Albert Einstein. Both are precise and flawless in design. Albert Einstein, the greatest mathematician of the 19th century, has been my research subject, and partnering with Futura's font family has been exciting. The font Futura, designed by Paul Renner in 1927, is a geometric sans serif font that forms simple circles, triangles, and squares, resulting in a clean-cut, precise font. Futura has been around for almost a century, from Nazism to the moon. Albert Einstein's crazy hair was drawn with the pen tool in industry-standard Adobe Illustrator.

Graphic **Designer**: John **Reck** 

Writer: John Reck



Albert EINSTEIN

Win the day

Title: Albert Einstein

Date: 2024

Software: Adobe Illustrator & InDesign

### **BRIEF WORK DESCRIPTION:**

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Graphic **Designer**: John **Reck** 

Writer: John Reck



Dr. Martin Luther King, Jr. NEWSPAPER

#### MOST PEOPLE

I have a dream that I won the lottery.

I have a dream that I own a big house and a big car.

I have a dream that I'm a movie star.

#### MARTIN LUTHER KING, JR.

one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood. I have a dream that one day even the little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today. I have a dream that one day, "nullification," one day right there in Alabama, little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers. I have a dream today. the glory of the Lord shall be revealed, and all flesh shall see it together." This is our hope. This is the faith that I go back to the South with. With this faith, we will be able to hew out of the mountain of despair a stone of hope. With this faith, we will beautiful symphony of brotherhood. With this faith, we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day. This will be the day. This will be I sing. Land where my fathers died, land of the pilgrims' pride, from every mountainside, let freedom ring," And if America is to be a great nation, this must become true. So let freedom ring from the prodigious hilltops of New Hampshire. Let freedom from the heightening Alleghenies of Pennsylvania! Let freedom ring from the snowcapped Rockies of Colorado! Let freedom ring from the curvaceous slopes of California! But not only that; side, let freedom ring. And when this happens, when we allow freedom to ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and able to join hands and sing in the words of the old Negro spiritual:



He dreamed of a country that was undivided by racial hatre On this, the date of his birth, we honor Dr. Martin Luther Kin

The Boston Blobe

Win the day

Title: Dr. Martin Luther King, Jr.

Date: 2024

Software: Adobe InDesign

### **BRIEF WORK DESCRIPTION:**

The ad made in 2001 by HMEI of the Dr. Martin Luther King, Jr. newspaper ad for the Boston Globe was designed when I was at Holland Mark Edmund Ingalls, I also worked with Art Directors Jim O'Brien and Jim Hagar as studio designers, messaging typography, image retouching, and production.

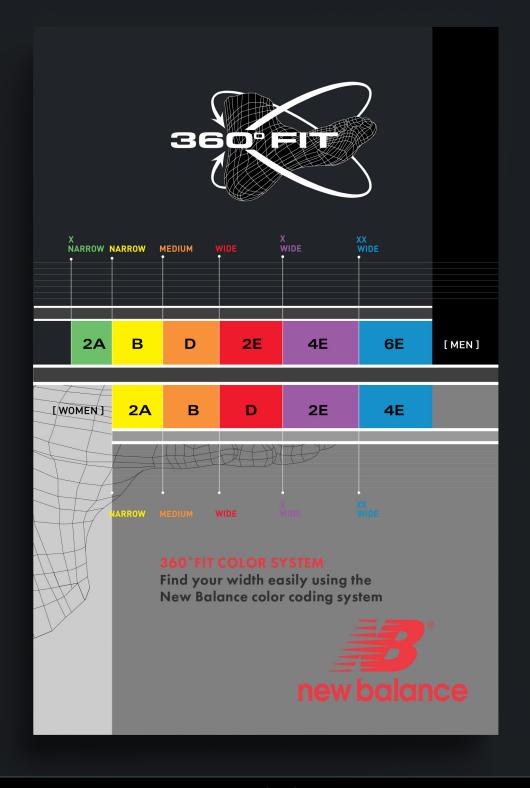
The reason for entering this work is because it won the Gold Lion at Cannes.

Creative **Director** Jim **Hagar** 

Art Director: Jim O'Brien

Studio Designer: John Reck

New Balance POSTER





Win the day

# BRIEF WORK DESCRIPTION:

New Balance poster This New Balance Poster was an assignment to design a poster for stores to showcase their sneakers with special widths for men and women using the New Balance brand guidelines—colors, fonts, etc. The logo demonstrates the technical drawing side of my portfolio. The foot in the logo is a graph of thin lines with elliptical arrows coming to a point of 360 degrees, enforcing the idea that any shoe can fit any size.

Graphic **Designer**: John **Reck** 

Writer: John Reck

Studio **Production**: John **Reck** 

Title: New Balance Poster

Date: 2024

Software: Adobe InDesign

Umass NEWSPAPER

One of the Top 100 universities in the world in the 2014/2015 World University Rankings 12 faculty named to Thomson Reuters's "World's Most Influential Scientific Minds" Here to be the public university a world-class commonwealth deserves. and online education Here for a reason. University of Massachusetts



Win the day

#### **BRIEF WORK DESCRIPTION:**

This Umass Newspaper Ad was based on an animation of the logo—it would drop down from the top and land somewhere, and the copy would slide in from the right.

The handcrafted fonts lay on a thin, transparent rule to repeat and mimic lined school writing paper.

There is no rule around the ad that allows negative white space to bleed off the page.

Graphic **Designer**: John **Reck** 

Writer: John Reck

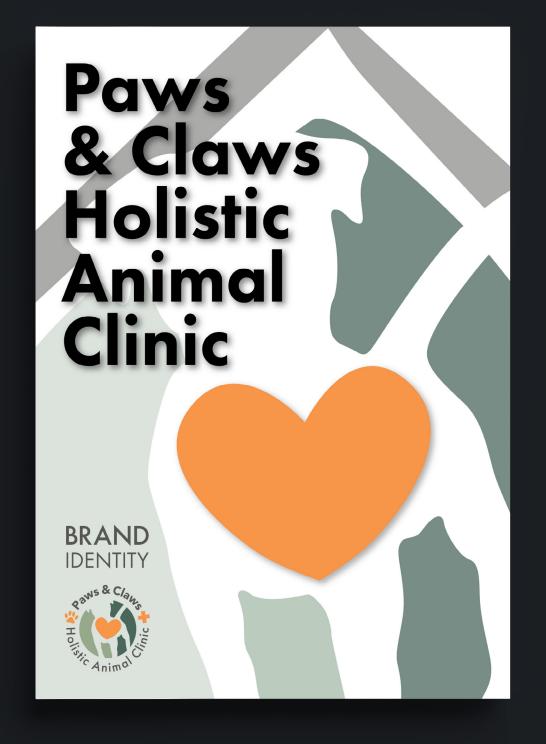
Studio Production: John Reck

UMASS

Date: 2024

Title: Umass Newspaper

Software: Adobe InDesign





Title: Paws & Claws

Date: 2024

Win the day

### **BRIEF WORK DESCRIPTION:**

Paws & Claws was a project designed when COVID shut the world down. Hence weighing in heavy on the heart.

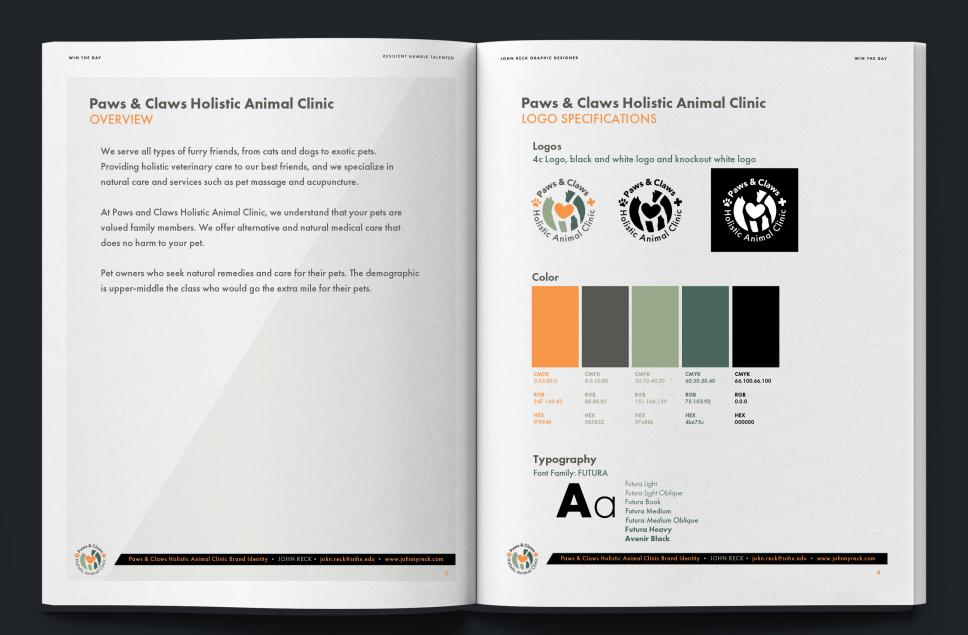
However, I'm a fan of negative space energy and made the dog figure from space.

Graphic **Designer**: John **Reck**Writer: John **Reck** 

Studio **Production**: John **Reck** 

Software: Adobe Illustrator







Title: Paws & Claws

Date: 2024

Win the day

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Title: Paws & Claws

Date: 2024

Win the day

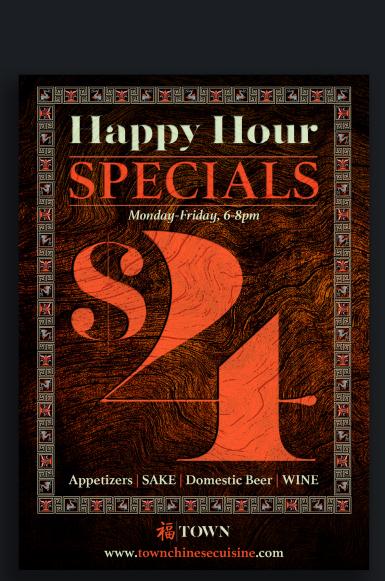
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Town
Chinese
Cuisine
MENU &
HAPPY HOUR



Win the day

Title: Town Chinese Cuisine

Date: 2024

Software: Adobe Illustrator

### **BRIEF WORK DESCRIPTION:**

We aim to bring quality, style, and the wish for good fortune to all of our guests. Through Chinese cuisine, we provide a high-end experience.

TOWN combines a variety of Chinese cuisine to excite and delight our customers. Our vision for the future is to create. Experiential dining is more than just a night out.

We aim to bring quality and luxury across all aspects of our Brand. The approach of TOWN is to develop our Brand with an understanding of both our culture and consumer insights. The promise of inspiring creativity, conversation, and quality is within our vision.

Graphic **Designer**: John **Reck** 

Writer: John Reck



Town
Chinese
Cuisine
TRI-FOLD
[INSIDE]



Win the day

Title: Town Chinese Cuisine

Date: 2024

Software: Adobe Illustrator

#### **BRIEF WORK DESCRIPTION:**

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Graphic **Designer**: John **Reck** 

Writer: John Reck



Town
Chinese
Cuisine
TRI-FOLD
[OUTSIDE]



Win the day

BRIEF WORK DESCRIPTION:

Date: 2024

Software: Adobe Illustrator

Title: Town Chinese Cuisine

We aim to bring quality, style, and the wish for good fortune to all of our guests. Through Chinese cuisine, we provide a high-end experience.

TOWN combines a variety of Chinese cuisine to excite and delight our customers. Our vision for the future is to create. Experiential dining is more than just a night out.

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Graphic **Designer**: John **Reck** 

Writer: John Reck







Title: Town Chinese Cuisine

Date: 2024

Software: Adobe Illustrator

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Graphic **Designer**: John **Reck** 

Writer: John Reck



Win the day

Title: Town Chinese Cuisine

Date: 2024

Software: Adobe Illustrator

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Graphic **Designer**: John **Reck** 

Town Chinese

Cuisine

**CAMPAIGN** 

Writer: John Reck



Win the day

Title: White Lily

Date: 2024

Software: Photography

### **BRIEF WORK DESCRIPTION:**

I wanted to capture the essence of a flower, and I have. Just in time for spring, flowers are sprouting up everywhere. I got lucky because it has been raining for the past five days. I really want sunlight. Unlike master photographer Annie Leibowitz, who does not like sunlike, I welcome it with open arms. The sun is the strength of my photos. I photographed every nook and cranny of the flower until I got the shapes, lines, and shadows created during this process. Using Lightroom, I can give image ratings, allowing me to narrow my final selects to be used in my photographic essay. My idea is to transition a robust black-and-white composition to a vibrantly colorful flower at the end.

I wanted to frame everything in rich black [This CMYK value has a richer black digitally: C=66, M=50, Y=66, K=100]. It conveys my story effectively.

Graphic **Designer**: John **Reck** 

Writer: John Reck



Slide 1

White Lily—Black and white.

These are my Lily's photographed outside so I can get the mostout of my exposure from natural light. I turned them greyscale in Photoshop and found shooting in RAW mode really allows me to get deep tonal values.

Win the day

Title: White Lily

Date: 2024

Software: Photography

### **BRIEF WORK DESCRIPTION:**

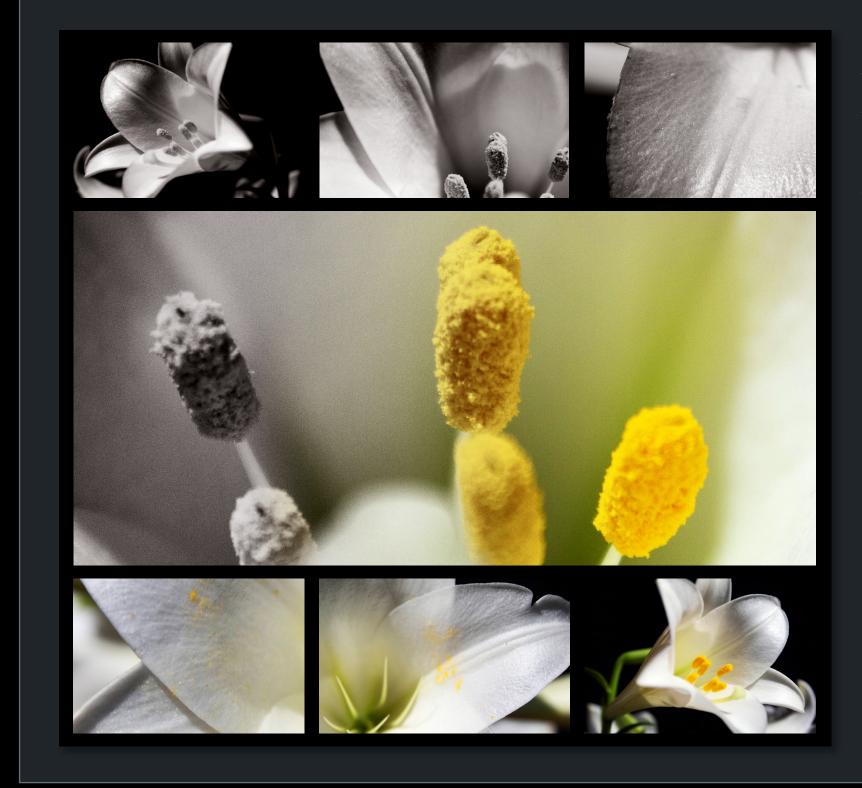
I wanted to capture the essence of a flower, and I have. Just in time for spring, flowers are sprouting up everywhere. I got lucky because it has been raining for the past five days. I really want sunlight. Unlike master photographer Annie Leibowitz, who does not like sunlike, I welcome it with open arms. The sun is the strength of my photos. I photographed every nook and cranny of the flower until I got the shapes, lines, and shadows created during this process. Using Lightroom, I can give image ratings, allowing me to narrow my final selects to be used in my photographic essay. My idea is to transition a robust black-and-white composition to a vibrantly colorful flower at the end.

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Graphic **Designer**: John **Reck** 

Writer: John Reck





Slide 2

White Lily—50/50 Greyscale.

As the composition begins to change from greyscale to color, I really tried to not lose the quality as the transition happens. Each slide has been manipulated to bring out the rich gold and deep blacks in each frame.

Win the day

Title: White Lily

Date: 2024

Software: Photography

### **BRIEF WORK DESCRIPTION:**

I wanted to capture the essence of a flower, and I have. Just in time for spring, flowers are sprouting up everywhere. I got lucky because it has been raining for the past five days. I really want sunlight. Unlike master photographer Annie Leibowitz, who does not like sunlike, I welcome it with open arms. The sun is the strength of my photos. I photographed every nook and cranny of the flower until I got the shapes, lines, and shadows created during this process. Using Lightroom, I can give image ratings, allowing me to narrow my final selects to be used in my photographic essay. My idea is to transition a robust black-and-white composition to a vibrantly colorful flower at the end.

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Graphic **Designer**: John **Reck** 

Writer: John Reck



Slide 3
White Lily—4 Color.
And finally, the transition has finished from black and white to color. I pumped up the saturation with levels bringing a more profound feeling with each slide.
Being the color freak that I am.

Title: White Lily

Date: 2024

Software: Photography

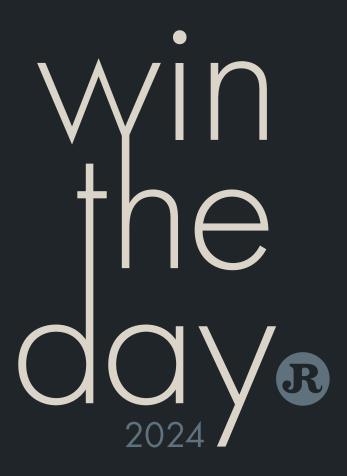
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Graphic **Designer**: John **Reck** 

Writer: John Reck







Title: The Convalescents

Date: 2024

Software: Oil Painting

### **BRIEF WORK DESCRIPTION:**

The Convalescents painting is from a photo at one of our hockey tournaments. The frames are handmade, the canvas is already gessoed, and the perimeter is painted acrylic black—so the oil brushstrokes show over the edge on black. The painting draws you in because everyone looks into the distance at a thick, swirly, colorful paint on a winter's day. Colors dance around the dominant blue in the jerseys with yellow numbers and white names—this was very hard, by the way! Paint makes the folds in the jerseys create distance between the players. The paint uses contrasting colors to give form and the illusion of space with the horizon so high up in the picture.

Graphic **Designer**: John **Reck** 

Writer: John Reck





Win the day

Title: Interior pages

Date: 2024

Software: Oil Painting

# BRIEF WORK DESCRIPTION:

From the top left is Old Plow in Vermont and Beacon Hill in Boston. Below are two digital line drawings commissioned by Boathouse.

Boathouse is an advertising company where I worked for 14 years. It was a five-person start-up company, and we grew to 65.

Both owners rowed in college, hence Boathouse. They were illustrated in Photoshop.

Graphic **Designer**: John **Reck** 

Writer: John Reck



# BRIEF WORK DESCRIPTION:

The old plow is a 1930s field plow just sitting in front of the house. Describe the scene with thick paint, which gives shape and form to the house and plow.

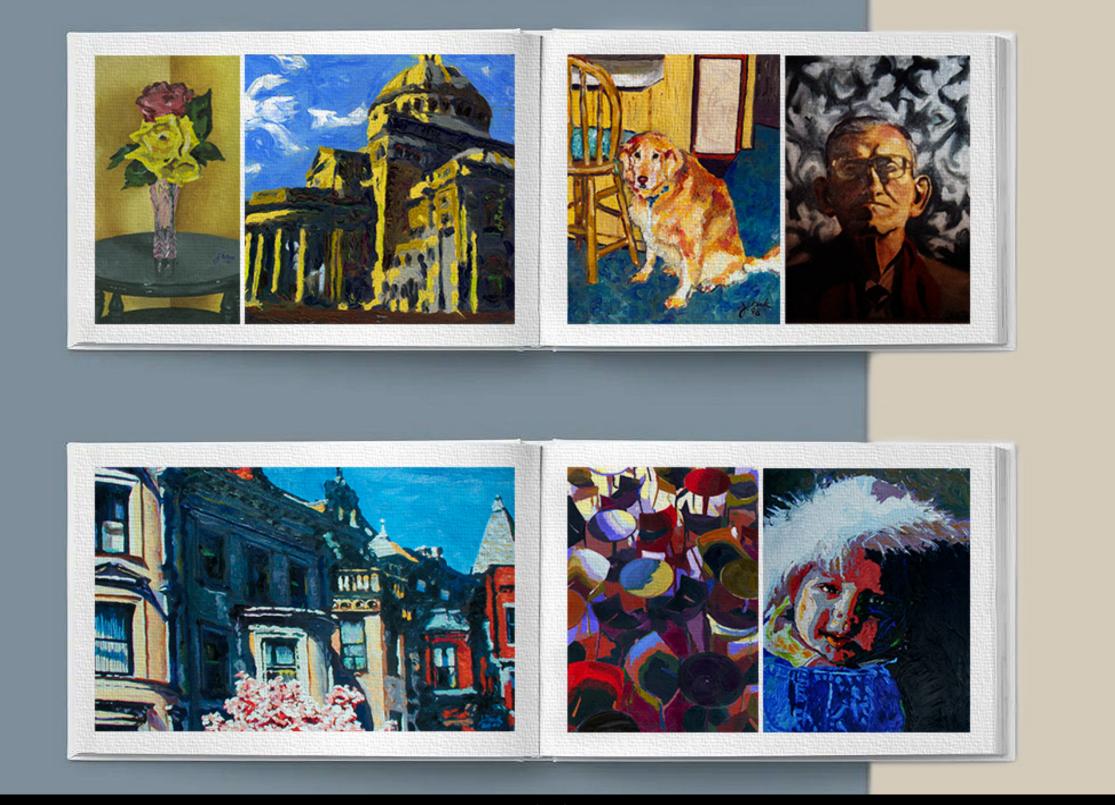
Date: 2024

Title: Old Plow

Software: Oil Painting

Graphic **Designer**: John **Reck**Writer: John **Reck**Studio **Production**: John **Reck** 





Win the day

# BRIEF WORK DESCRIPTION:

On the top, Sunflower, Wolf, and Raccoon. Below is Vase, Christian Science Center, Timotei, and Old Man from Florence, Italy. I lost all my work, and it has been the biggest tragedy in my career. This Old Man painting won an art show in Florence, Italy, in 1991.

Graphic **Designer**: John **Reck** 

Writer: John Reck

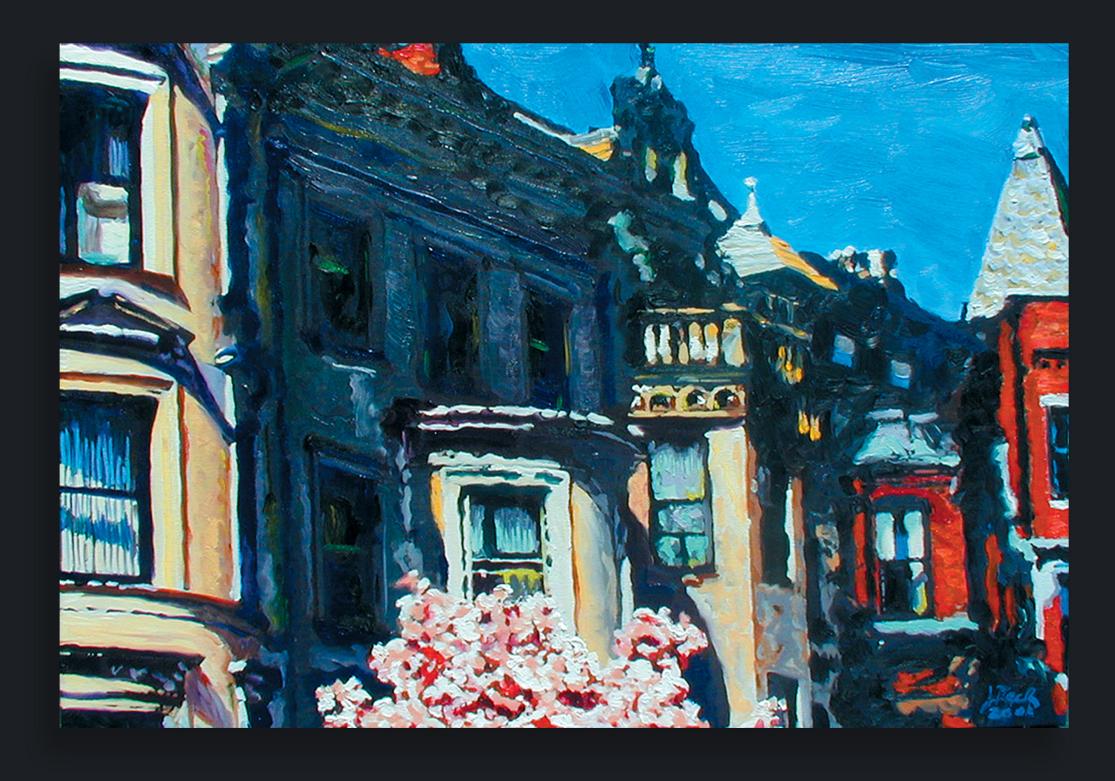
Studio **Production**: John **Reck** 

Software: Oil Painting

Title: Interior pages

Date: 2024





Title: Newbury Street

Date: 2024

Software: Oil Painting

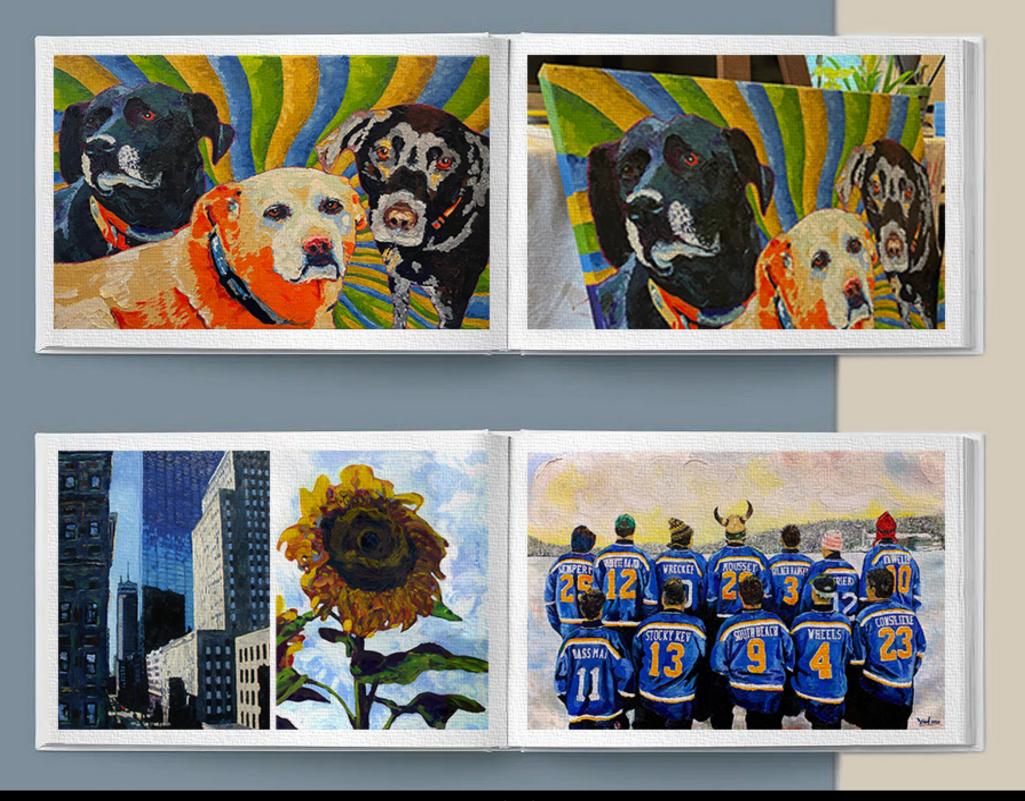
# BRIEF WORK DESCRIPTION:

Newbury Street Painting dances with color when the light hits different angles. As a result, the old-style rounded windows sparkle during the day.

Graphic **Designer**: John **Reck** 

Writer: John Reck





# BRIEF WORK DESCRIPTION:

From the top left is Newbury Street, Chairs, and Ella.

Below is Moose and Circles.

Title: Interior pages

Date: 2024

Software: Oil Painting

Graphic **Designer**: John **Reck** 

Writer: John Reck





Title: Stuart Street

Date: 2024

Software: Oil Painting

# **BRIEF WORK DESCRIPTION:**

Stuart Street in Boston is one of my favorite paintings. It successfully shows my thoughts about color, architecture, and Boston. I worked on Stuart Street for an Ad Agency, went to the roof, shot some photos, and painted this. I was getting the perspective correct to tell the story of the buildings with thick paint to show texture, shadows, and form. One red car was purposely added to draw the eye into the painting.

Graphic **Designer**: John **Reck** 

Writer: John Reck





Win the day

Title: Stuart Street

Date: 2024

Software: Oil Painting

### BRIEF WORK DESCRIPTION:

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