

# John LeDuc

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- Objective** Accomplished artist and designer, with established presence in southeastern Michigan, seeking to create creative partnerships with Business, Healthcare and Education.
- Education** **THE UNIVERSITY OF MICHIGAN, SCHOOL OF ART** Ann Arbor, MI  
BFA Painting & Sculpture 1978
- Awards**
- ADDY's, Local/Regional, Manufacturing Brochure
  - ADDY's, Local/Regional, Baby Announcement
  - Art Direction Magazine, Creativity, Hot Sauce Label
  - Butler Paper, Logo Design
  - Apollo Award Healthcare Ad Campaign
  - Apollo Award, Healthcare Newsletter
  - International Association of Business Communicators, Hospital Annual Report
- Experience**
- LeDUC CREATIVE CO.** Ann Arbor, MI  
**Owner** 2001 - present
- Consulting and support for advertising and communications.
- OLIVIA WHITE FINE ARTS** Ann Arbor, MI  
**Artist, Designer & Developer** 2000 - present
- Venue for exhibition and sale of prints, sculptures, drawings, murals, and apparel to commercial and residential customers.
- IDEOGRAFI, LLC** Ann Arbor, MI  
**Creative Director & Sales Manager** 1998 - 2001
- Creative direction, sales management, as well as account and client service activities.
- J. LeDUC COMPANY** Ann Arbor, MI  
**Owner & Creative Director** 1987 - 1998
- Manufacturing-based, advertising network with freelance designers and writers.
  - Exterior signage, architectural facades, interior design, and traffic signage.
  - Grew business from six to 30 active accounts, with 10 employees; sold firm in 1998.
- BENSON/LeDUC ADVERTISING** Ann Arbor, MI  
**BENSON/LeDUC STUDIOS (1981 - 1982)** Ann Arbor, MI  
**J.LeDUC USA (1980)** Ann Arbor, MI  
**Partner - Account Executive & Creative Director** 1981 - 1987
- Established a boutique art studio, which created design and illustration for manufacturing, bank, and shopping center advertising.
  - Studio evolved to advertising agency with added manufacturing and shopping center accounts.
  - Developed agency from two to 10 employees, engaged in media buying and other agency services.
  - Freelance for Anderson Advertising's promotional materials and pre-press production. 1980
- GENERAL MOTORS CORPORATION, BUICK MOTOR DIVISION** Flint, MI  
**Production Illustrator** 1979
- Creation of illustrations to demonstrate processes for assembly workers.
  - Liaison with Engineering to increase efficiency and decrease production costs.

## References

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