

JOHN WHITTINGTON

312-852-0354 | john@jwhittington.com | [portfolio](#)

PROFESSIONAL EXPERTISE

- **3D Visualization:** Photorealistic Rendering, 3D Modeling, Walkthroughs, Animations, and Real-Time Visualization.
- **Retail Design:** Space Planning, Store Planning, Prototype Rollouts, Fixture Design, and Visual Merchandising.
- **Consumer Experience:** Scenic & Environmental Design, Pop-up Activations, and In-Store Marketing, Shop-N-Shops, Path to Purchase.
- **Technical:** Construction Documentation, Specifications, Millwork & Fixture Detailing, FF&E, Fire Department & Exiting Plans (Events), ADA Guidelines, Landlord Exhibit Guidelines, Building Codes, and Site Surveys.

SOFTWARE SKILLS

- **3D Modeling & Rendering:** SketchUp Pro(advanced), Chaos V-Ray & Vantage.
- **2D Documentation & Layout:** AutoCAD, SketchUp Pro Layout (advanced).
- **Graphics:** Adobe Creative Suite (Photoshop, Illustrator, InDesign).

EXPERIENCE

UPSHOT AGENCY | Chicago, IL | Sr. Art Director | 2017 – 2023

- **Large-Scale Experiential Design:** Directed the creative vision and spatial design for high-profile immersive events, including the Gold Network Summit (GNS) for Constellation Brands. Conceptualized and art-directed distinct "place-making" environments for flagship brands (Corona, Modelo, Pacifico), translating marketing strategies into 15,000–30,000 sq. ft. of sensory brand storytelling.
- **Technical Production & Fabrication:** Acted as the bridge between concept and construction by developing comprehensive "Design Intent" packages and detailed drawing sets. Specified critical structural elements, including 4" tube steel structures, large-scale SEG graphic light boxes, and custom scenic fabrication (e.g., dimensional redwood trees) to ensure precise on-site execution.
- **Strategic Optimization:** Designed flexible, modular fixture programs and standardized "kits of parts" for recurring events. This approach maximized budget efficiency and allowed resources to be reallocated toward high-impact custom experiential features.
- **Immersive Consumer Engagement:** Engineered interactive environment features—including photo ops and product sampling stations—to drive consumer engagement. Managed aesthetic finishings and integrated scenic lighting to enhance the emotional impact of the space.
- **Shopper Marketing Activation:** continued to serve as the primary 3D resource for retail activations, developing innovative 3D concepts for in-store POP displays and endcaps to maximize product visibility.

ULTA BEAUTY, INC. | Bolingbrook, IL | Store Design Manager | 2008 – 2013

- **Strategic Expansion:** Directed the interior layout and exterior storefront design for 200+ new locations, adapting prototypes to meet specific site conditions, tenant guidelines, and local codes.

- **Concept presentations:** Presented architectural floor plans, merchandising strategies, and proposed storefront visuals to the CEO and executive team for the design and planning phase final sign off.
- **Essential Alignment:** Engineered and populated a central database of 100,000+ physical store attributes across 1,000+ locations. This "single source of truth" synchronized the Operations, Marketing, Merchandising, and Construction departments, driving a consistent and successful in-store guest experience.

GENSLER | Chicago, IL | Designer | 2004 – 2008

- **Retail Branding:** Executed retail branding and concept development for high-profile clients (Gap, Banana Republic, Bank of America), translating brand identity into tangible consumer environments.
- **Fixture Design:** Designed custom fixtures and layouts that enhanced product presentation and customer flow.
- **Project Delivery:** Managed the full design lifecycle from design development (DD) through construction documentation (CD) and administration for retail spaces ranging from 1,000 to 18,000 sq. ft..

FREELANCE WORK | Chicago, IL | Principal Designer | 2008 – Present

- **Hospitality Design:** Executed full-scope design for multiple Baker & Nosh locations and strategic space planning for Candlewood Suites.
- **Residential Projects:** Delivered comprehensive design services for private residences (Johnson, Shunick), encompassing space planning, kitchen & bath design, construction documents, and 3D visualization.
- **Scenic Design:** Concepts, Visualization, and Fabrication for diverse clients including Dana Hotel & Spa, Chicago Youth Shakespeare, Kankakee High School.
- **Theater Production:** Designed, budgeted, procured, and fabricated stage sets for seven Hubris Productions shows as well Prop Master and Set Decoration duties.

IA INTERIOR ARCHITECTS | Chicago, IL | Job Captain | 2013 – 2014

- **Project Delivery:** Responsible for the execution of construction documents and construction administration duties.

CAMPBELL GRAY DESIGN | Chicago, IL | Designer (High-End Residential) | 2014 – 2017

- **Design Delivery:** Managed and delivered FF&E selection, site surveys, and detailed millwork/cabinetry documentation.
- **Visualization:** Created 3D visualizations and renderings for client presentations.

EDUCATION & CREDENTIALS

ILLINOIS STATE UNIVERSITY | Normal, IL

- Bachelor Of Science (BS), Interior And Environmental Design

ILLINOIS STATE UNIVERSITY | Normal, IL

- Bachelor Of Science (BS), Art/Theater Production

U.S. GREEN BUILDING COUNCIL

- LEED Accredited Professional (Legacy Credential)