

John Potter - Illustrator & Graphic Designer

Sunrise, FL | EscapeKeyGraphics.com | jpotter@escapekey.net

Professional Summary

Creative professional with over 15 years of experience as a freelance illustrator and graphic designer, specializing in illustrated maps, commercial murals, book covers, and event graphics. Combines a strong foundation in traditional art techniques with proficiency in digital tools to deliver high-impact visual solutions for diverse clients across the US and abroad. Seeking illustration and graphic design opportunities that leverage technical expertise and artistic innovation.

Core Competencies

- **Illustration:** Illustrated Maps, Book Covers, Mural Design & Execution, Technical Illustration, Pop Art Style, Digital & Traditional Media
 - **Graphic Design:** Logo Design, Brochure & Layout Design, Print Graphics, Event Branding
 - **Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), SketchUp Pro, Microsoft Office
 - **Technical Skills:** HTML, CSS, WordPress Management, FTP
 - **Artistic Methods:** Painting (Oil, Acrylic), Drawing, Custom Halftone Techniques, Manual Color Separation, Large-Scale Art Installation
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Professional Experience

Artist / Illustrator | Escape Key Graphics, Sunrise, FL | 2009 – Present

Self-employed freelance practice delivering illustration and graphic design services for international and domestic clients.

- Develop custom **illustrated maps** for residential parks, marinas, and major boat shows across the U.S.
- Design and execute **large-scale commercial murals** for country clubs and public art programs, managing projects from concept to installation.

- Create book covers, logos, brochures, and website graphics for diverse industries including travel, publishing, and sports.
- **Key Clients & Projects:**
 - **Informa Markets (London, UK):** Primary illustrator for boat show maps and graphics in FL, RI, IL, CA since 2010.
 - **Tingdene Residential Parks and Marinas (UK):** Illustrator for park and marina map series since 2019.
 - **Revel Republic (Los Angeles, CA):** Illustrator for boat show maps in CA and IL since 2022.
 - **City of Pembroke Pines, FL:** Created 14 public artwork installations for traffic utility boxes (2021).
 - **Boca Grove & Boca Woods Country Clubs, FL:** Designed and painted multiple game room murals and themed column artworks (2022-2024).

Graphic Artist & Web Designer | The Catamaran Company, Fort Lauderdale, FL | 2003 – 2008

- Designed and developed company websites and marketing materials.
- Produced print-ready layouts for brochures and magazine advertisements.
- Conducted photo shoots for digital and print assets.

Selected Commissioned Projects & Exhibitions

Murals & Public Art

- **Boca Woods Country Club, FL (2024):** Game Room Pop Art Mural, 21' × 12' collage-style.
- **Boca Grove Country Club, FL (2022-2023):** Series of game room and themed column murals spanning over 40 ft.
- **City of Pembroke Pines, FL (2021):** “Happy City” Utility Box Art Program – 14 public artworks.
- **Grand Harbour Country Club, FL (2021):** Florida wetland landscape mural, 13' × 6'.

Exhibitions

- **Solo Exhibition (2025):** *Halftones - Contemporary Painting Solo Show*, Canvas Films, Fort Lauderdale, FL.
 - **Group Exhibition (Upcoming 2027):** *Halftones - 9 Works on Display*, Plunge Beach Resort – Plunge Into Arts Program, Lauderdale-By-The-Sea, FL.
 - **Permanent Collections:** Artwork held by City of Pembroke Pines, FL and in Houston, TX Space Suit Lab.
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Education

Ringling School of Art & Design | Sarasota, FL

Major: Illustration (1984 – 1987)

Coker College | Hartsville, SC

Major: Graphic Design (1983 – 1984)

South Carolina Governor's School of the Arts | Greenville, SC

Major: Fine Arts (1983)

Portfolio & Contact

- **Online Portfolio:** [EscapeKeyGraphics.com](https://www.escapekeygraphics.com)
- **Email:** jpotter@escapekey.net
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