



2025-2026

Freelance graphic designer with a passion for the outdoors.

Hi, I'm John Coleman. I'm a graphic designer and illustrator based in the Adirondacks, NY. I worked for eight years as a graphic designer and art director at marketing agencies, and made "the leap" to freelancer in 2022. I now work with brands across the country on branding & identity, illustration, and print design, and can provide creative strategy & direction for companies looking to up-level their creative, improve their positioning, and grow their reach.

My work is inspired largely by the outdoors. When I'm not designing, I'm fly fishing, hiking, mountain biking, or skiing. I'm also a musician, and play guitar and sing at local pubs and restaurants.

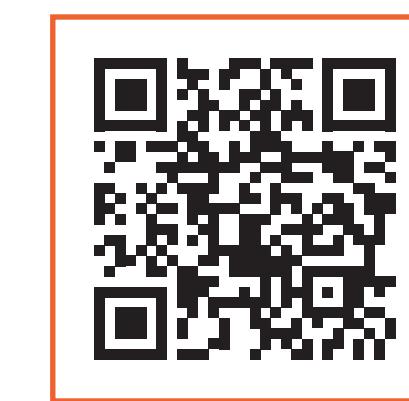
Find me on Instagram or checkout my website to see more!



@jcolemandesign



johncolemandesign.com





PUBLICATION DESIGN

MOUNTAIN GAZETTE

2020-PRESENT

- Graphic Design & Layout
- Art Direction
- Merchandise Design
- Advertising & Partnerships

I work with a remote team to produce Mountain Gazette—a print-only outdoor culture magazine published twice a year and mailed to more than 7,000 subscribers. Each issue is brimming with long-form journalism and stunning outdoor photography.

In 2020, I worked with editor Mike Rogge to create a template for Mountain Gazette that paid homage to the magazine's legacy that dates back to the late 1960s, but also has a contemporary feel. The size of the magazine (11" x 17" when closed) leaves a lasting impression with anyone who gets their hands on it.

Learn more at mountaingazette.com.



UNTAPPED MAPLE

2024

- Graphic Design & Layout
- Illustration

In 2024, I worked on contract with Vermont's UnTapped Maple to create a 14-page product booklet and two custom, fully illustrated water bottle designs.



GREENE COUNTY TOURISM TRAVEL GUIDE

2021

- Graphic Design & Layout
- Art Direction
- Ad Design

I worked on a contractual basis with Greene County Tourism and Workshop to produce GCT's annual Travel Guide. The guide features stories, photographs and listings that both inform the traveler and enhance the brand.



A dark, atmospheric landscape photograph of a forested mountain range. The foreground is filled with dark, silhouetted evergreen trees. In the middle ground, a range of mountains is visible, their peaks obscured by a thick, hazy atmosphere. The sky above is a dark, uniform color, suggesting either dawn, dusk, or overcast conditions. The overall mood is mysterious and serene.

ILLUSTRATION & APPAREL GRAPHICS

ILLUSTRATION

SKI THE EAST

2023-PRESENT

- Merchandise & Apparel

In 2023, I worked with Ski the East to create four designs for T-shirts and signed, limited-edition posters. The designs were featured in their Fall 2023 collection.



ILLUSTRATION

MOUNTAIN GAZETTE

2021-PRESENT

- Social Media/Email Graphics

In addition to publication layout, I also work contractually with Mountain Gazette to produce apparel designs and social media/email graphics.

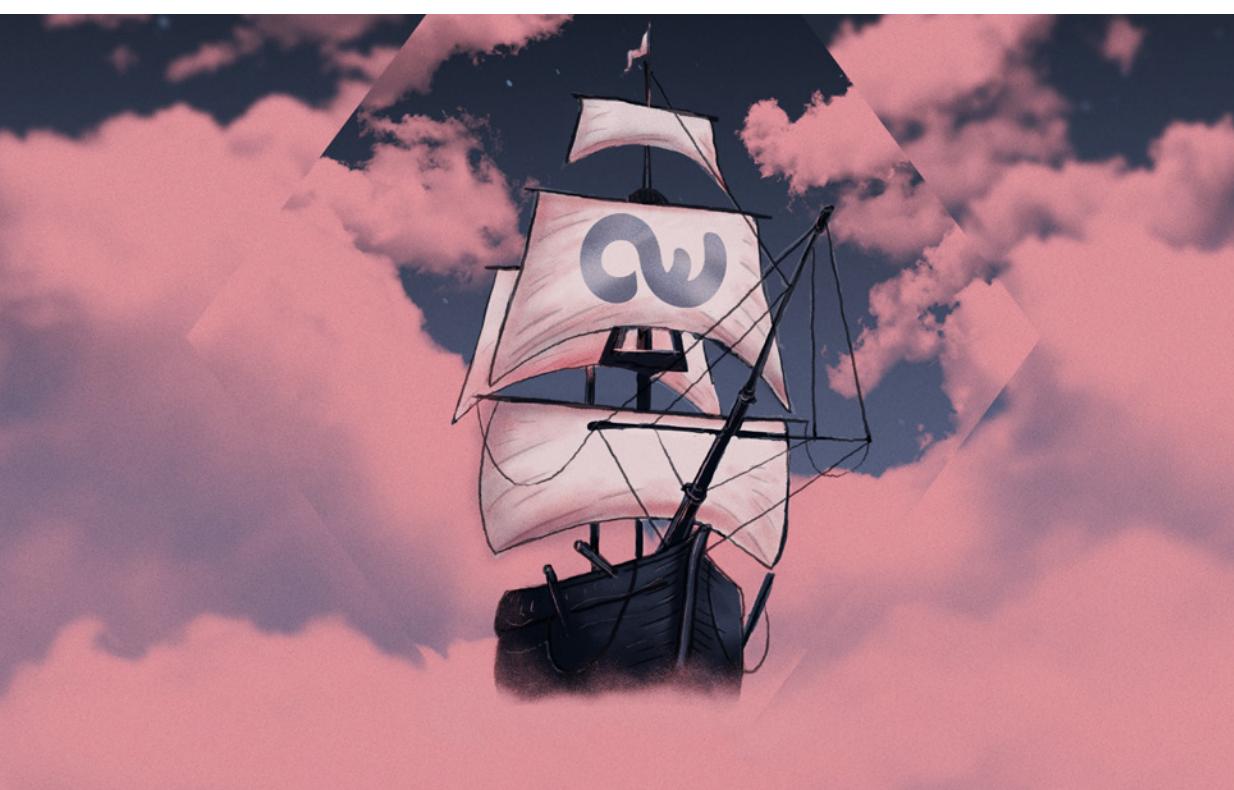


ANNIE IN THE WATER

2023

- Merchandise & Apparel

In 2023, fast-growing regional jamband Annie in the Water contracted me to create beer label artwork, poster artwork, T-shirt artwork, and stickers.



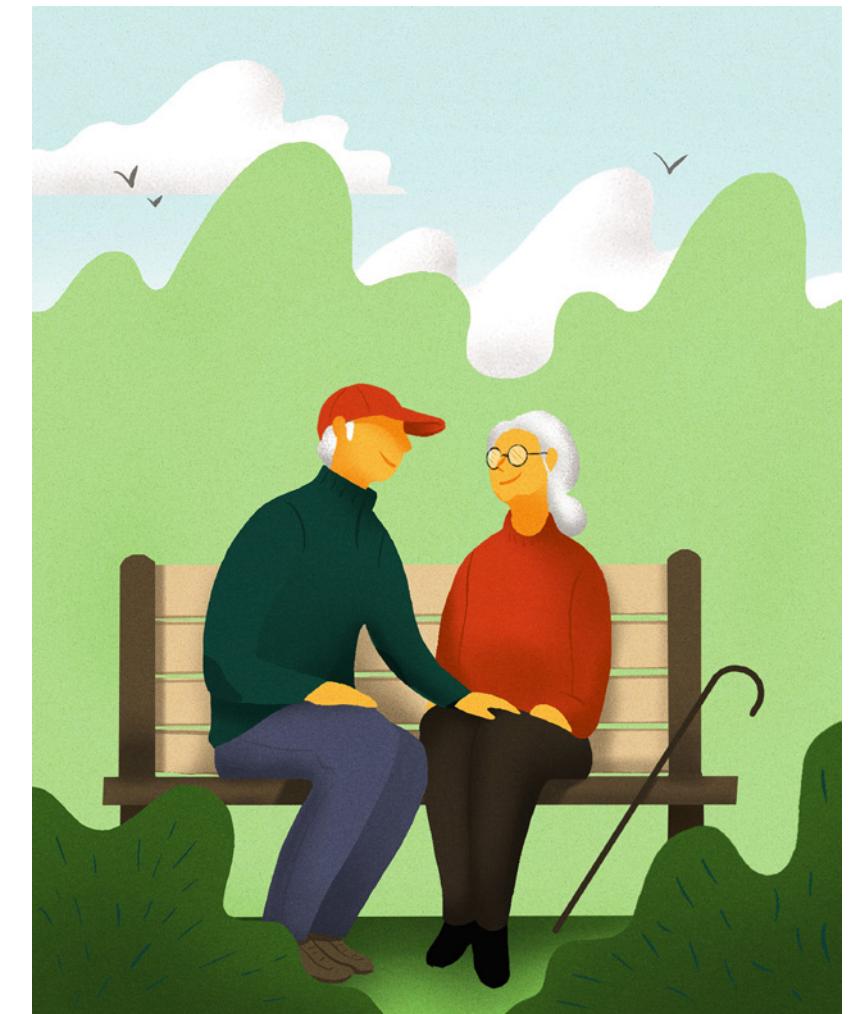
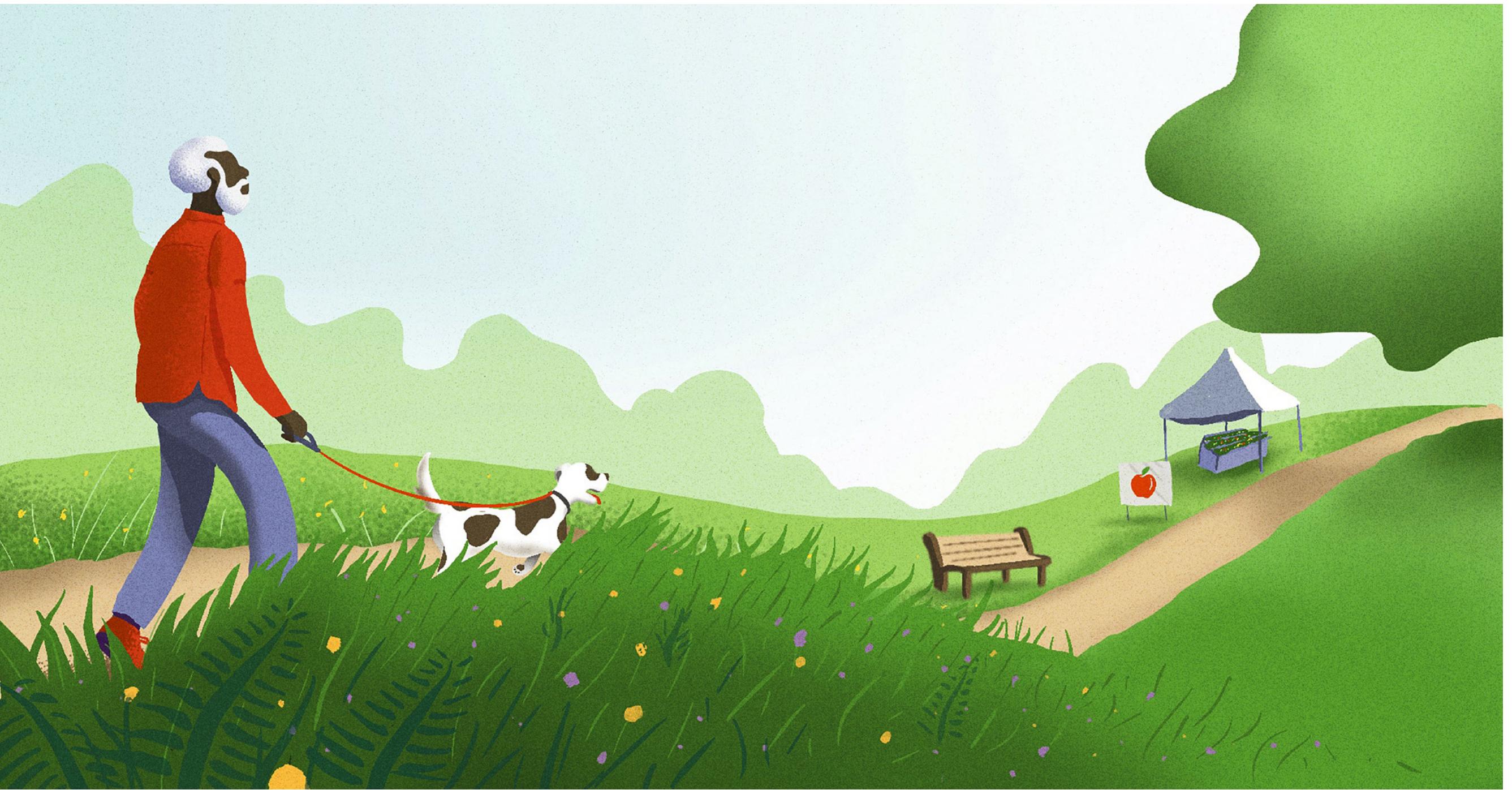
ILLUSTRATION

CLOVER LIVING

2022

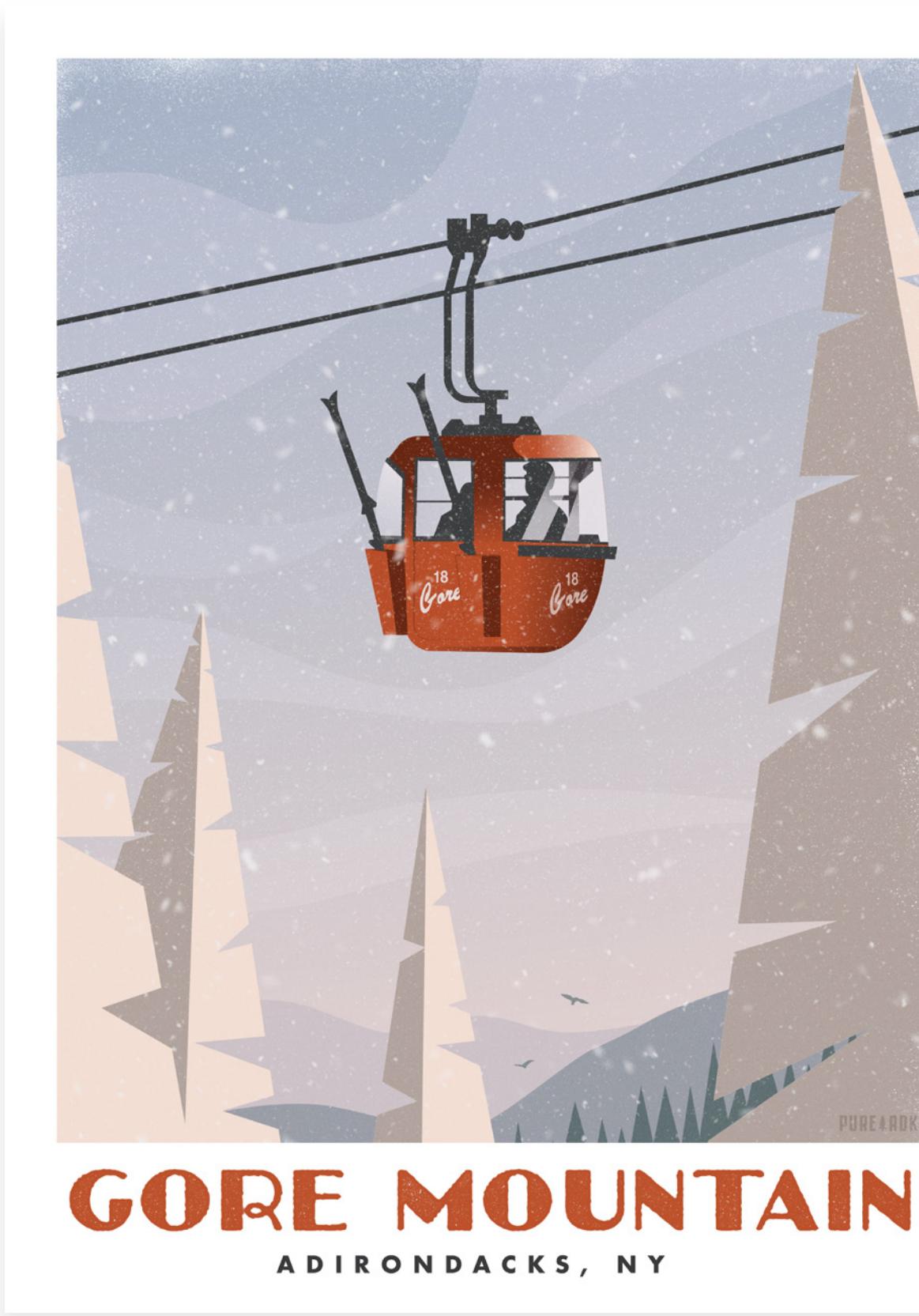
- **Editorial Illustration**

In 2022, I worked with Clover Living—a national health and wellness publication and website—to create a series of editorial illustrations for their spring 2023 publications. The illustrations accompanied a story about Alzheimers awareness and prevention.



ILLUSTRATION

OTHER ILLUSTRATIONS





(BEER)
PACKAGING

MEAN MAX BREW WORKS

2014–2018

- **Graphic Design & Layout**
- **Art Direction**
- **Can Layout**
- **Merchandise Design**
- **Advertising & Partnerships**

While working as a designer at Trampoline Design in Glens Falls, I created the beer can graphics for Mean Max's beers that would define its brand style for more than a decade, when they underwent a rebrand.

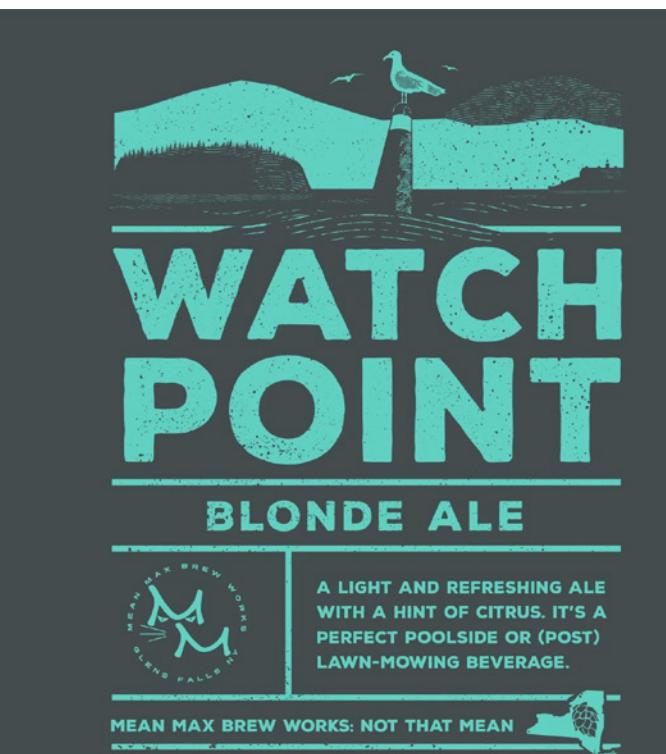
The design was inspired by the utilitarian graphics found in the 1930's and 40's and paired well with Mean Max's blue-collar personality.



BOUDI BREWED IN GLENS FALLS, NEW YORK

NET CONTENTS: 1 PINT (16 FL. OZ.) **ALC. BY VOL. 6.2%**

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES BY PERSONS BELOW THE AGE OF 21 IS ILLEGAL.



BO'DIY BREWED IN GLENS FALLS NEW YORK

NET CONTENTS: 1 PINT (16 FL. OZ.) **ALC. BY VOL. 6.3%**
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC

ALIBI ALE WORKS

2022-2023

- Graphic Design
- Can Layout

In 2022, I was contracted by Alibi Ale Works to create three limited-edition beer labels in collaboration with Mountain Gazette magazine. The artwork was inspired by Mountain Gazette, Sierra Nevada weather, and retro pilsner beer cans (your Dad's beer).



BEER PACKAGING

NORTHWAY BREWING CO.

2023

- Illustration
- Can Layout
- Sticker Design

In 2023, I was contracted by Northway Brewing Co. to create a limited-edition beer label in collaboration with local band, Annie in the Water. The design was fully illustrated and hand-drawn, with direction from the band. There was a full promotional effort and release party at the brewery, with stickers and other merchandise produced to celebrate the new beer.



LONG TRAIL/SKI THE EAST

2025

- Illustration
- Can Layout
- Poster Design
- Merchandise/Apparel

In 2025, I was contracted by Ski The East to create a limited-edition, ski-inspired label in collaboration with Vermont's Long Trail Brewery. The label drew inspiration from 1930's "vintage" skiing in New England. The design was fully illustrated and hand-drawn, with direction from Ski The East and Long Trail.

A beer release party is planned for December 2025.





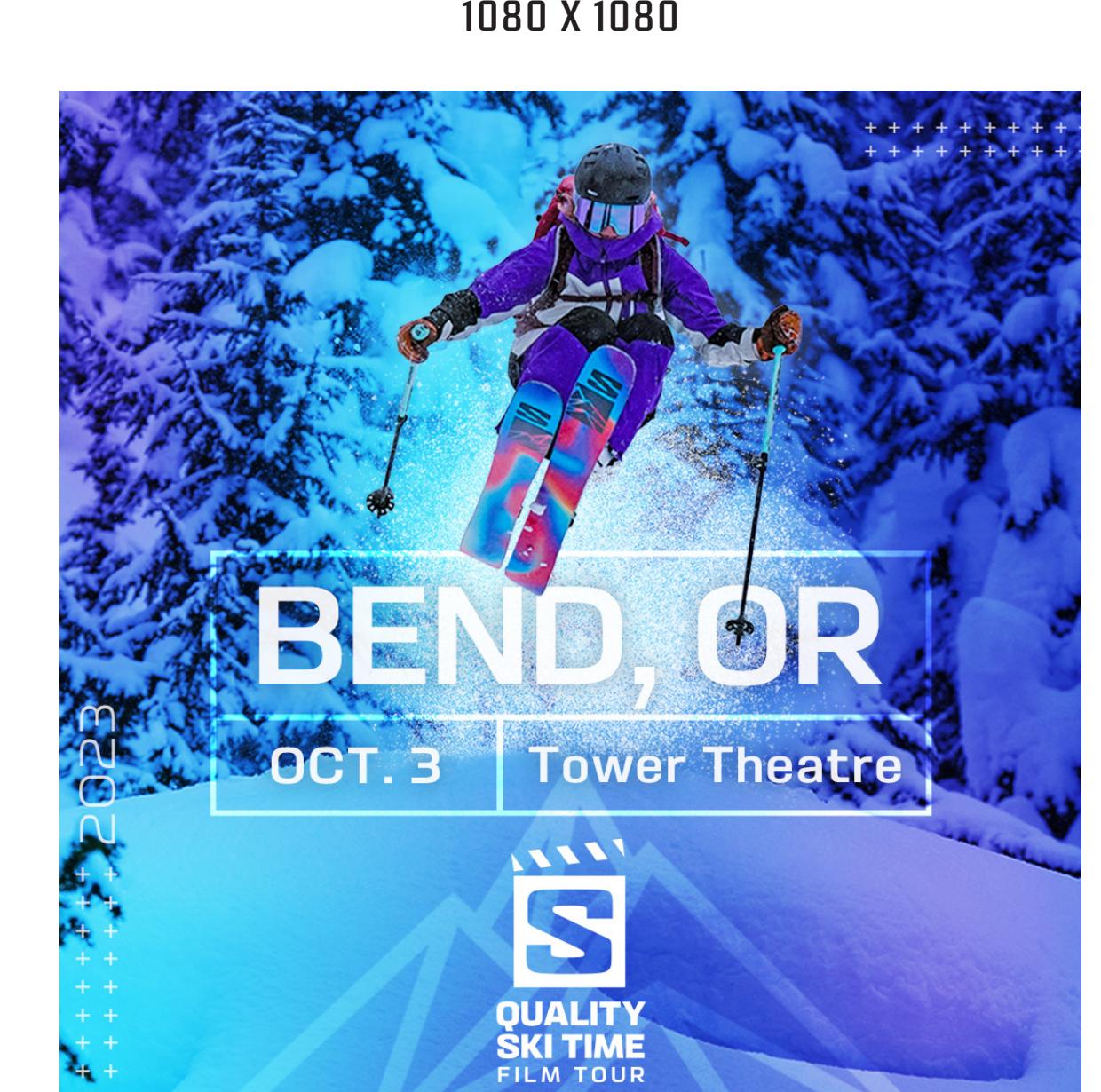
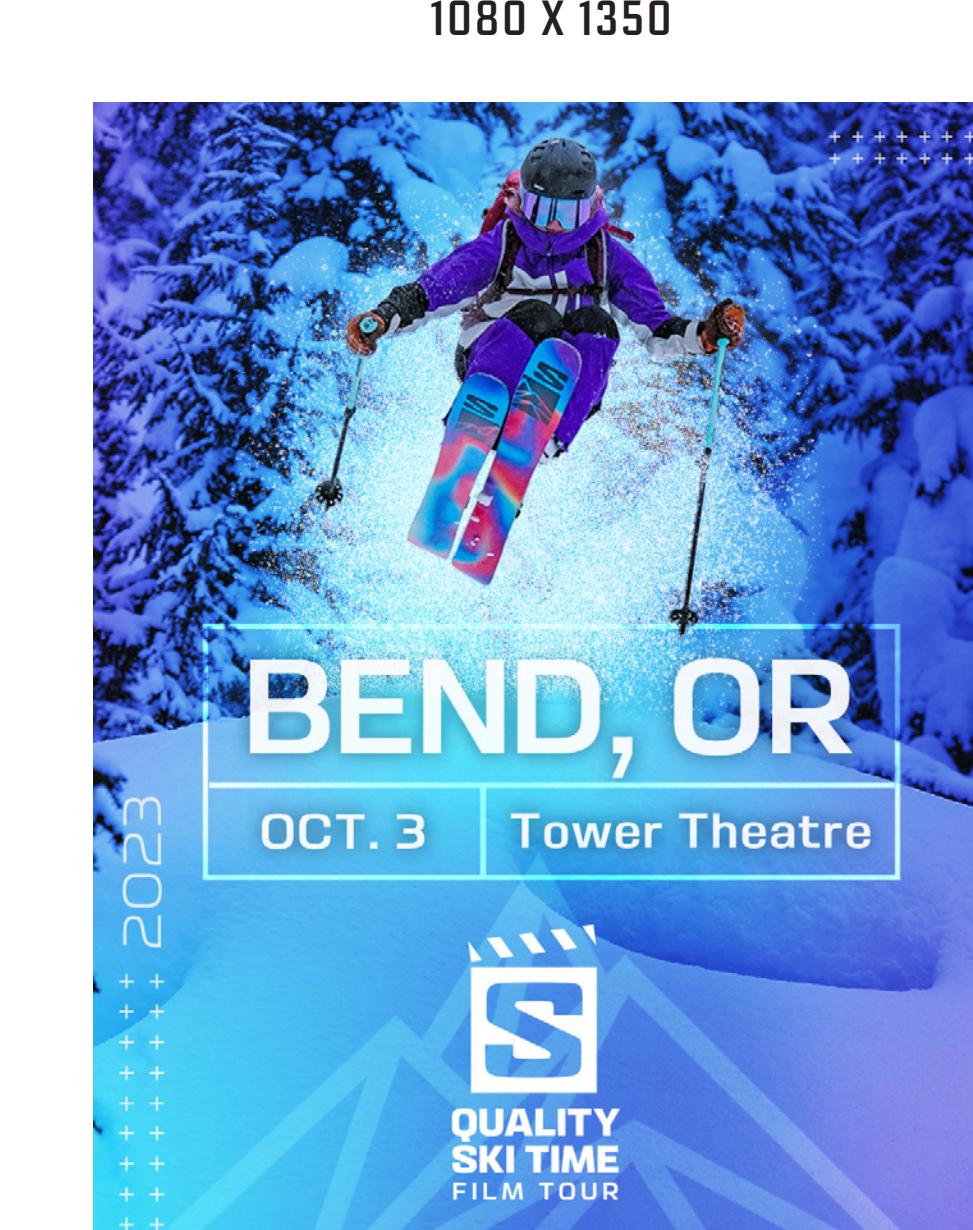
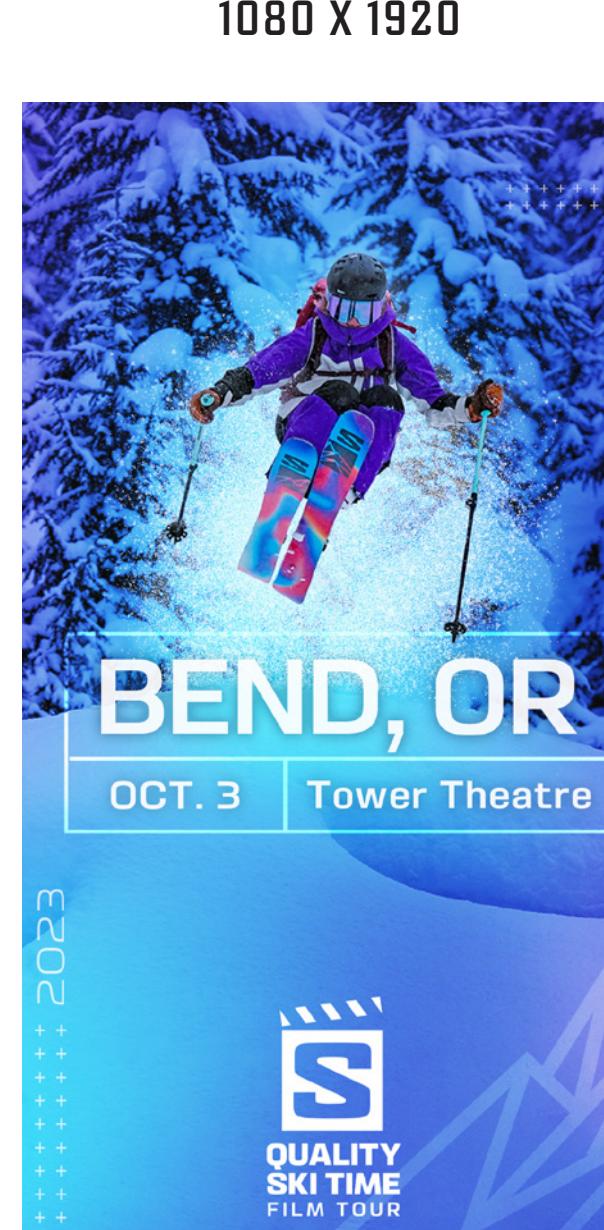
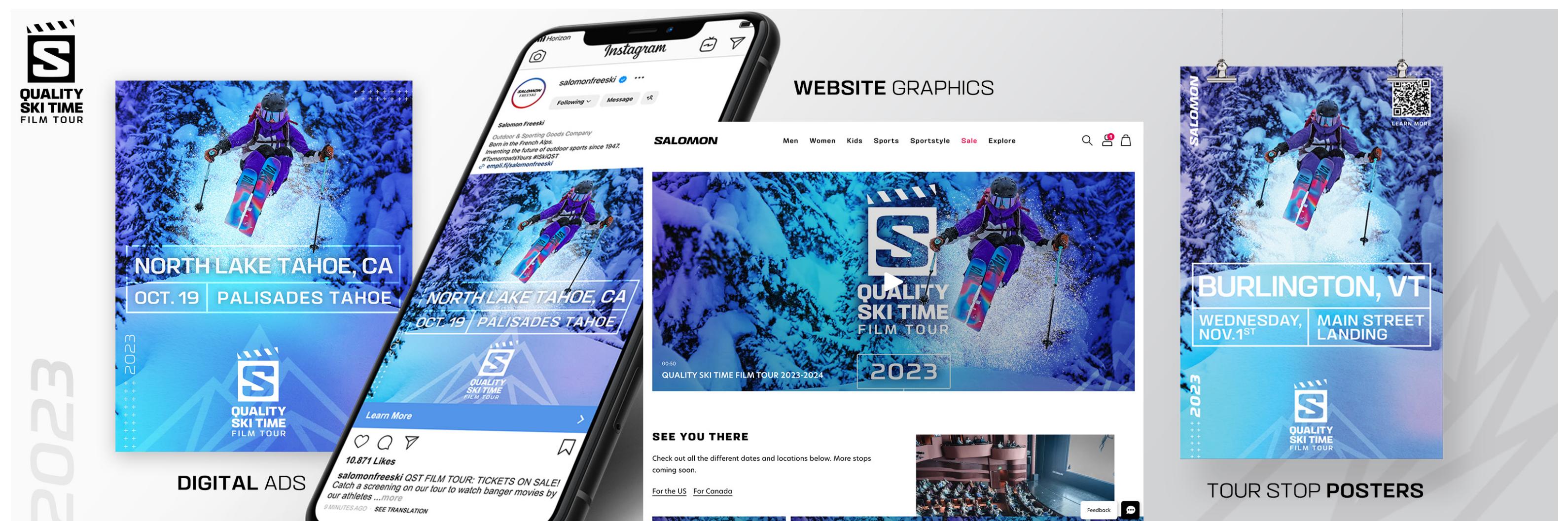
DIGITAL MARKETING

SALOMON FREESKI

2023

- Campaign Concepting
- Digital Ad Design
- Print Flyer Design
- Website landing page graphics

I worked with Salomon Freeski in 2023 to create a campaign promoting its 2023 Quality Ski Time Film Tour. The tour made 16 stops across the country screening the year's hottest ski films with Salomon Freeski athletes present to add context to the films and meet fans. Many stops were sold out.



BREWERY OMMEGANG

2022

- Campaign Concepting
- Copywriting
- Graphic Design
- Animation

I worked with Workshop and Brewery Ommegang to create a promotional campaign with the goal of increasing visitation to their Cooperstown taproom.



MOUNTAIN GAZETTE

2022-PRESENT

- Social Ads
- Display Ads

I worked with Mountain Gazette to create a suite of branded ads to attract new print subscribers. We are currently at 15,000 subscribers worldwide.

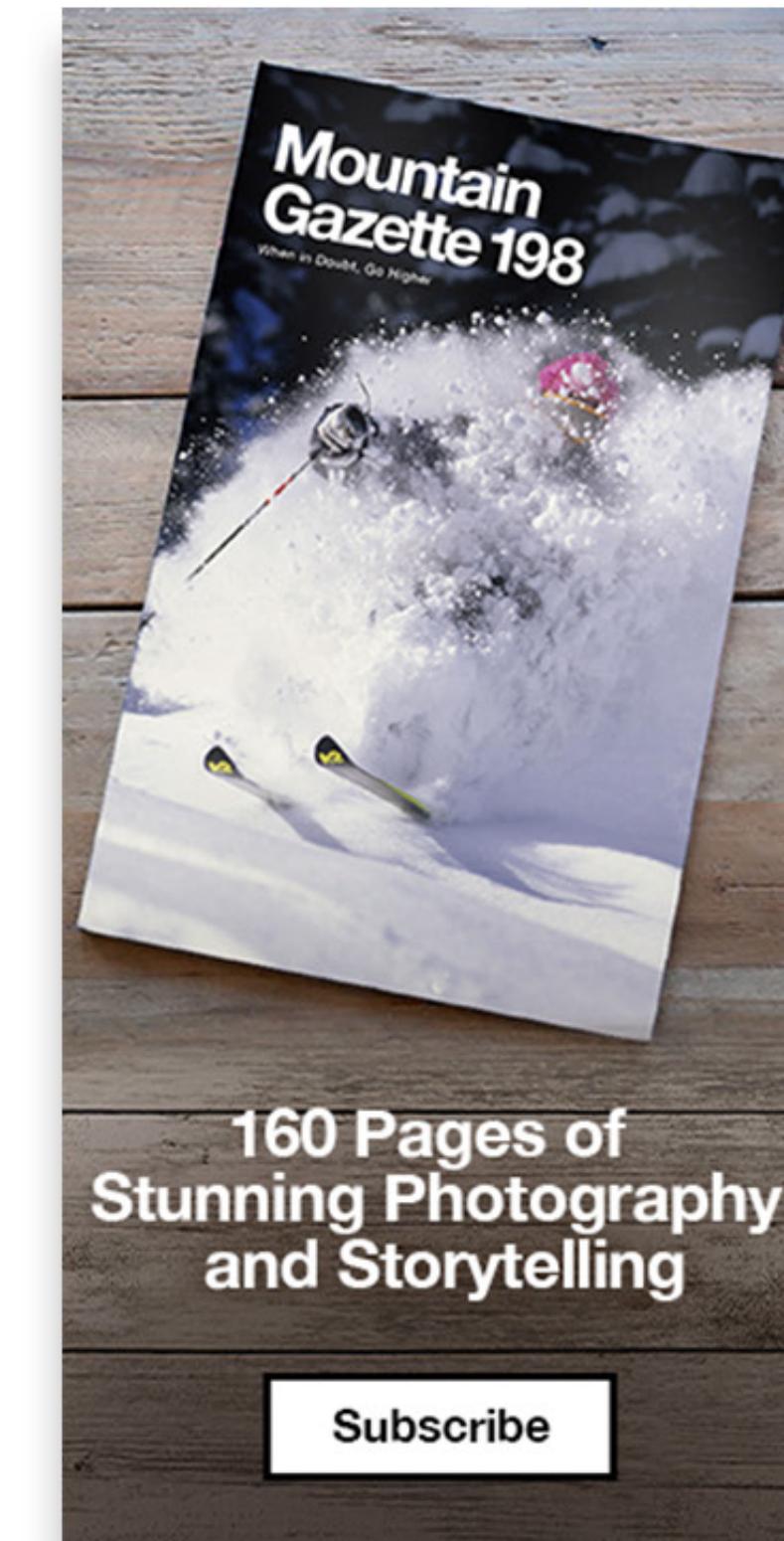
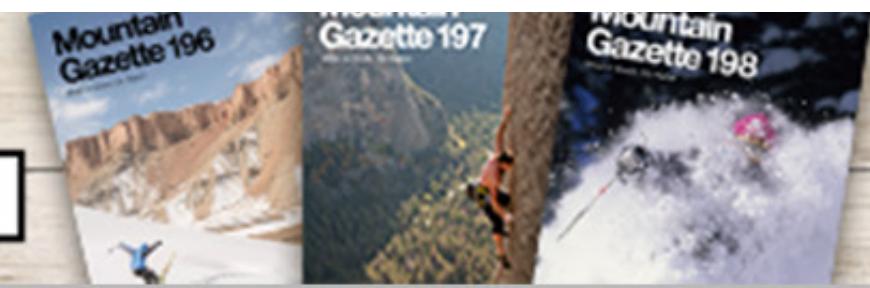
Mountain Gazette

When in Doubt,
Go Higher

Mountain Gazette is not just bringing back a magazine, but an ethos.

– Jason Blevins, Colorado Sun

Subscribe



GREEN COUNTY TOURISM

2021-2022

- Social Ad Design
- Display Ad Design

Digital ad campaign for Greene County Tourism to promote mountain biking in the county.



With 120+ miles of mountain biking trails
(and counting)—adventure is waiting!

ride in
#LetsGoGreene



ride in
#LetsGoGreene



ride in
#LetsGoGreene



BRANDING

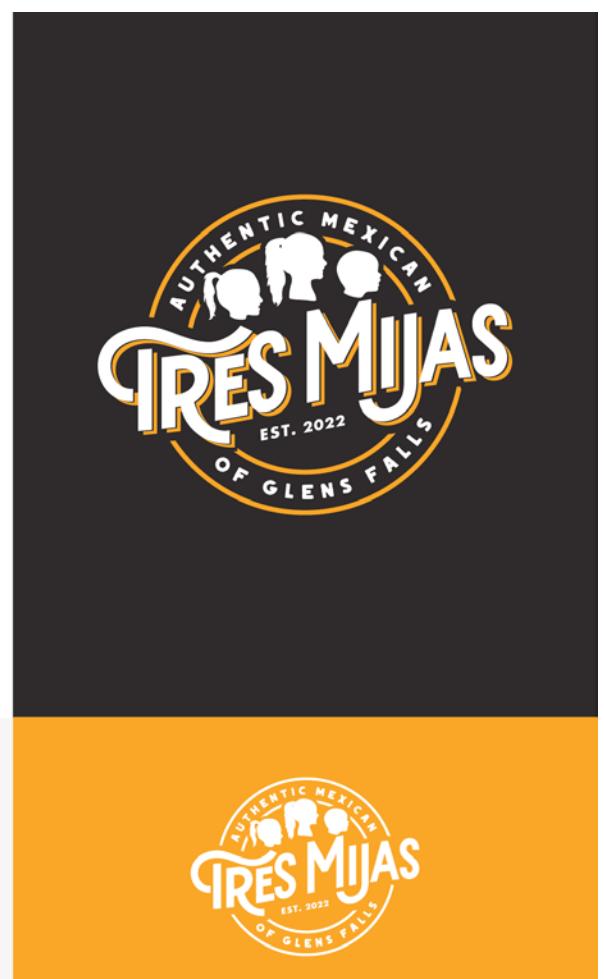
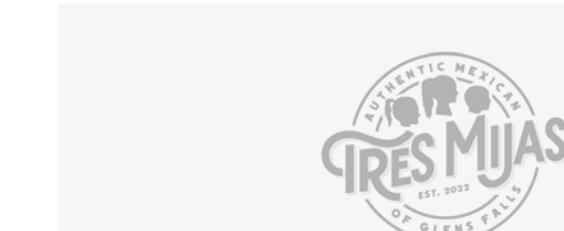
+ LOGO DESIGN

TRES MIJAS

2022

- Logo Design

I worked with the owners of Tres Mijas to create a brand for their Mexican food truck business. The logo includes silhouettes of the owners' three daughters, or "tres mijas." Knowing the logo would become iconic of the business, I made sure the logo was bold and created a custom font that was both unique and legible. Tres Mijas reported having a very successful first year in business and has become a local favorite.

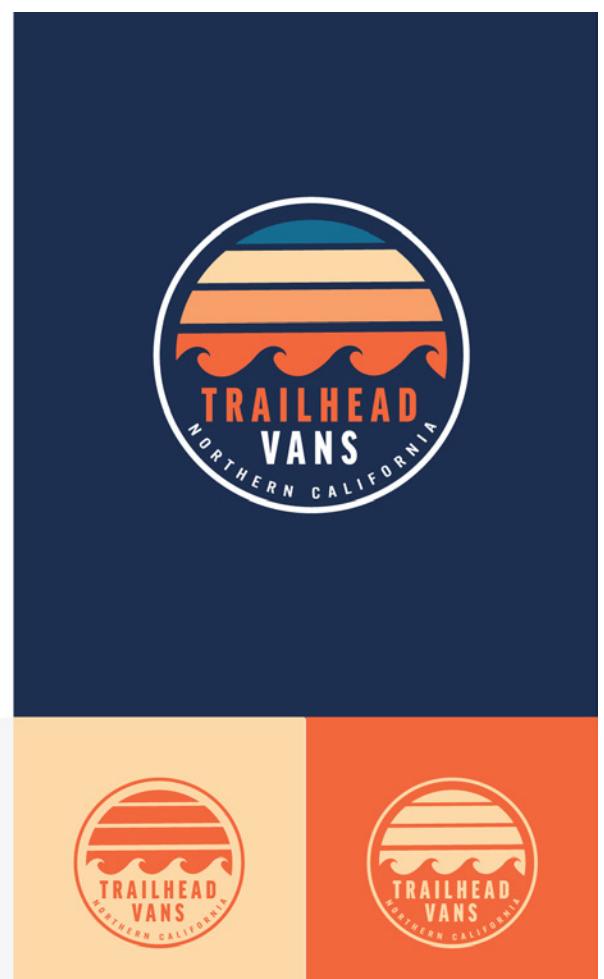


TRAILHEAD VANS

2021

- Logo Design

Trailhead Vans in Northern California contacted me in 2021 to help create a logo for their new adventure trail rental company. Inspired by the ocean views of California's scenic Highway 1, I created a badge mark with graphics and color palette that resembles a sun setting over ocean waves. The easily scalable mark has found its way onto their vans, as well as merchandise.



BRANT LAKE CANOE RACE

2022

- Branding & Logo Design
- Merchandise & Apparel
- Print Collateral
- Strategy

The founders of Brant Lake Canoe Race approached me in 2021 to help create a new brand for the event that takes place annually in the Adirondacks, NY. They wanted a logo that would look great on merch and on screens. The logo has the versatility to live within a canoe shape container when used on backgrounds, as well as an alternate wordmark logo.



ADIRONDACK COUNCIL

2019

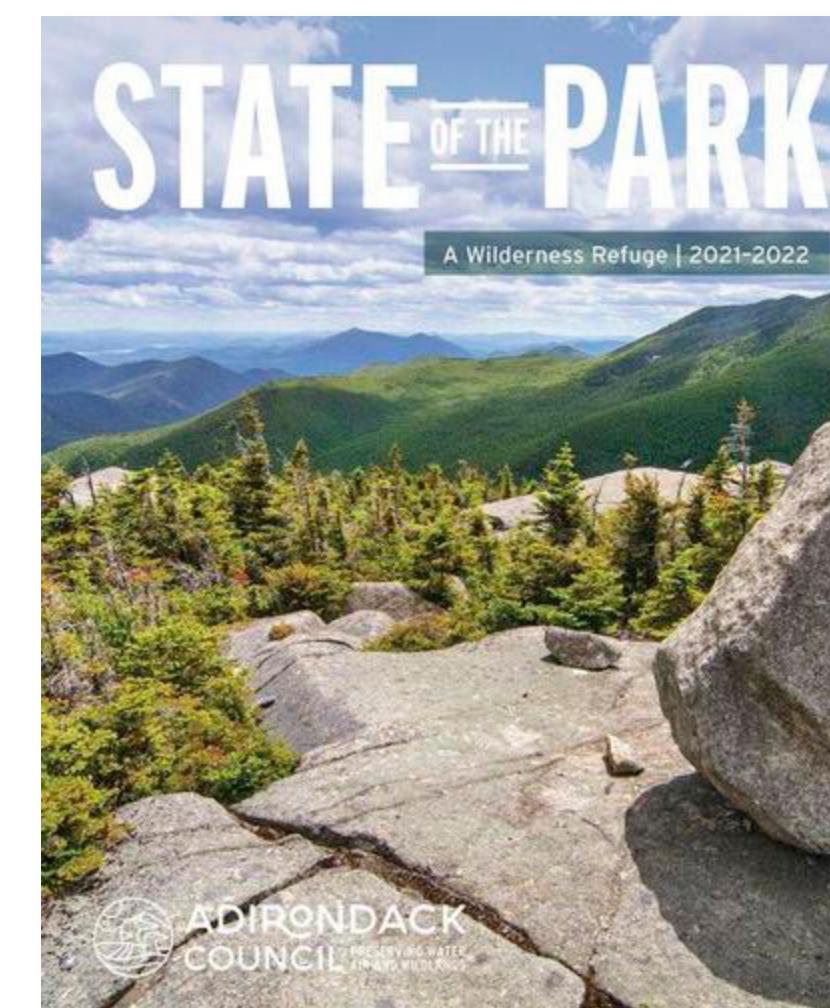
- Branding & Logo Design
- Print Collateral

In 2019, I helped Adirondack Council—described as the “nation’s most successful environmental organization”—with its first rebrand in the organization’s history. Its dedicated board members were involved in the process from early concepts to logo completion. This was a unique challenge to gain trust and consensus from those who were married to the original logo design, but it was extra rewarding when I was able to create a logo that paid respect to the old, while ushering in a new, modern approach for the organization.

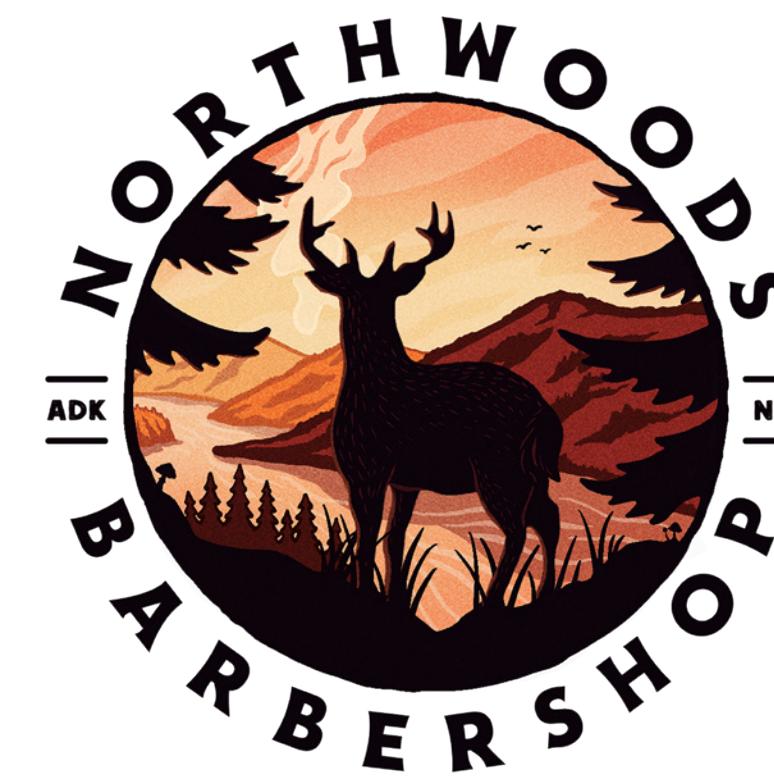
Our work with Adirondack Council also extended to annual reports, merchandise, and other collateral.



ADIRONDACK
COUNCIL PRESERVING WATER,
AIR AND WILDLANDS



OTHER LOGOS





THANK YOU!

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