

JOHN N. FARMER

Creative Director & Technologist

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PROFILE

Creative director and technologist with 11 years inside OSF HealthCare Innovation, creating immersive media, interactive products, and visual stories. Shipped mobile applications, XR training tools, medical visualizations, product demonstrations, museum experiences, and hundreds of videos. Combines creative direction, product thinking, rapid prototyping, AI-assisted workflows, and hands-on production to turn complicated ideas into clear, usable experiences.

SELECTED IMPACT

14

mobile apps shipped

6

apps led creatively

3

VR apps delivered

300+

videos edited

CORE CAPABILITIES

Creative Direction • Interactive Product Development • AR/VR/XR • Mobile & Web Prototyping • UI/UX • Medical Visualization • Video Production • Motion Graphics • 3D Design • AI Workflow Integration • Team Leadership • Teaching & Presenting

PROFESSIONAL EXPERIENCE

Independent Delivery & Rideshare Contractor

2024-Present

Amazon Flex & Uber | Illinois

- Complete app-dispatched delivery and passenger-service assignments, independently managing routing, deadlines, customer communication, vehicle logistics, and changing priorities.
- Maintain an active independent creative practice alongside gig work, developing interactive web experiences, visual campaigns, AI-assisted production systems, and a rebuilt professional portfolio.

XR & Mobile Developer

2020–2024

OSF HealthCare Innovation | Peoria, IL / Remote

- Shipped 14 mobile applications in five years as part of a four-to-six-person product team; led creative direction and development on six releases.
- Translated clinical and educational needs into scoped concepts, prototypes, interfaces, media assets, and production-ready interactive experiences.
- Directed and co-directed cross-functional projects as workload expanded, coordinating planning, feedback, task tracking, and delivery.
- Introduced AI-assisted ideation, design, and development workflows that increased team output and shortened production cycles.
- Contributed to an augmented-reality pediatric code-cart training application later documented in peer-reviewed ergonomics research.

Unity Developer

2019–2020

OSF HealthCare Innovation | Peoria, IL / Remote

- Modeled and optimized 3D medical devices, equipment, and environments for mobile, virtual-reality, and augmented-reality applications.
- Led the development and deployment of a VR hardware port for Meta Quest devices.
- Produced, filmed, and edited video content supporting product development, training, and demonstrations.

Video & Animation Designer II

2017–2019

OSF HealthCare Innovation | Peoria, IL

- Created 3D environments for the initial release of Enduvo VR lecture software.

- Led development and deployment of three VR applications for clinical and STEAM education.
- Developed the successful About Me 3D STEAM mobile experience and managed six interns through delivery of the Rube-E application.

Video Production & A/V Specialist

2014–2017

Jump Trading Simulation & Education, OSF HealthCare | Peoria, IL

- Storyboarded, filmed, and edited educational and marketing videos for clinical, academic, and public audiences.
- Designed 2D and 3D motion graphics and supported clinicians, educators, and events in simulation and production spaces.
- Built a broad production library across an OSF tenure totaling more than 300 edited videos.

ADDITIONAL EXPERIENCE

Adjunct Faculty, 3D Modeling, Animation & Video

2014–2023

Bradley University, Interactive Media Department | Peoria, IL

- Taught 3D modeling, animation, visual effects, and video-production courses.
- Created custom lectures, demonstrations, and tutorials while conducting hundreds of individual project critiques and feedback sessions.
- Helped students scope ambitious creative projects into achievable production plans.

Owner & Creative Director

2013–2016

Blue Civilian Productions | Peoria, IL

- Directed a three-part chef-competition video series for EPIC fundraising campaigns over three years.
- Produced commercial spots, nonprofit stories, interviews, photography, and location-based video work for regional clients.
- Managed creative direction, lighting, filming, editing, client communication, and delivery.

SELECTED INDEPENDENT WORK

- Clarapetra: Created and directed a cinematic recording-artist project spanning music releases, visual identity, interactive web experiences, AI-assisted production, editorial content, SEO, and cross-platform launch campaigns.
- Museum installations: Contributed to two collaborative installations and created an original AI-art installation examining consumerism and capitalism.
- 365 Project: Modeled and rendered one original object every day for a year in Cinema 4D, building a large body of disciplined 3D design work.

EDUCATION & PROFESSIONAL DEVELOPMENT

B.S., Interactive Media: Animation & Visual Effects, cum laude

Bradley University, 2014

A.A.S., Multimedia

Illinois Central College, 2012

Oxford Artificial Intelligence Programme

University of Oxford, 2024

VR/AR Development Course

Circuit Stream, 2018

PUBLICATION & RECOGNITION

Co-author, “Walking the line: balancing performance barriers and facilitators in an augmented reality mobile application for paediatric code cart training.” *Ergonomics*, 2021. DOI: [10.1080/00140139.2021.1954685](https://doi.org/10.1080/00140139.2021.1954685)

- 2019 Serious Games and Virtual Environments Best in Show Award, Society for Simulation in Healthcare.

TOOLS & TECHNICAL SKILLS

Development: Unity, C#, TypeScript, React, Astro, front-end web development, Firebase, Firestore, GitHub

Design & Production: Adobe Creative Cloud, Premiere Pro, After Effects, Photoshop, Illustrator, Cinema 4D, UI/UX, motion graphics, photography, lighting, camera, audio

Leadership & Process: Creative direction, project scoping, sprint planning, task management, budgeting, interviewing, presentations, teaching, stakeholder collaboration, AI prompting and workflow design