



RESUMÉ

Steve James

I'm a communications design and advertising professional with agency experience, client-side background and the business acumen that comes with establishing and running a successful communications design firm. I possess abilities that are practically second to none within the business of advertising and communications design. I've a knack for design problem analysis that leads to finding not only a solution, but also one which is visually striking, on target, on time and on budget. Inclusive is a grounding in just about every aspect of advertising, design and marketing—print, broadcast, CPG packaging, branding, copywriting, planning, website design, printing and procurement to name a few—plus a solid understanding of the advertising business's historical fundamentals along with a capacity for contemporary practices. I'm someone who not only implements originality on a regular basis, but teaches it to students, advises colleagues and mentors staff members.

I'm a person of character with common sense and integrity, honesty, loyalty, resourcefulness, sheer energy, an unquestionable work ethic, an attention to detail while focusing on the big picture, unsurpassed people skills, unbridled passion for my work and a stand-up sense of humor.

Ultimately, my work has a track record of getting results for clients—which means increased brand awareness, motivated customers and stronger sales and profits.

EXPERTISE

Advertising, brochure and catalog design | Design for trade show properties | Web site design and production | Marketing services | Consumer, industrial and private label packaging | Email marketing | Copywriting and editing | Digital photography | Project management | Brand management | Branding, corporate identity / logos | Design for broadcast and corporate video | Staff development, management | Social media design and coordination | Client liaison and management | New business generation | Print and media production, purchasing and negotiation

HISTORY

Creative Director

DBA Steve James Communications Design | September 2009 to the Present

Currently providing concept, visual design, copywriting and production for communications projects including assignments for an asset management firm, a medical services practice, a commercial mobile electrical charging truck builder, a construction industry marketing firm, a candidate's campaign for political office, a large multi-national not-for-profit organization and a world-class manufacturer of electronic arcade games and systems.

Creative Director

Ashley & Associates, Inc., / OctaneVTM, Inc., Indianapolis, IN | May 2004 to September 2009

As CD for two agency divisions, I was responsible for creating visual and copy strategies from concept to execution including branding, collateral, print advertising, trade shows, web sites, presentations, product packaging, video production and more. Participated in client cultivation and maintenance, project management, creative department management, budgeting, and marketing plans.

STEVE JAMES

COMMUNICATIONS DESIGN

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Clients included: Brulin & Co., Tuthill Transport Technologies, Ancra International, Grote Industries, Peerless Pumps, ITW Gema, Goelzer Investment Management, Mother Theodore Catholic Academies, Carmel Financial, Dick's Bodacious Bar-B-Q, Pools of Fun, Rhino Self-Storage, Ellison Bakery, Steril-Koni USA, Contour Hardening/Real Power Products.

- ☒ Instrumental in developing ad campaign theme, copy and graphics, that allowed the agency to obtain new business with a leading manufacturer of vehicle lighting safety products.
- ☒ Designed and coordinated successful annual new product introductions at a major industry trade show for a vehicle transportation products client. Components included print, video, web sites, email promotions, public relations packages and display properties and included theme, visual design, photography, copywriting and production.
- ☒ As the only agency staff member with consumer product packaging experience, that expertise was a factor in winning new business from a commercial bakery and successfully launching a new product line.
- ☒ Researched, wrote and designed effective case study marketing documents, resulting in a continuous source of new leads and sales for agency clients.
- ☒ Developed and maintained new initiatives in web sites and email promotions for clients. Participated extensively in the agency's venture into producing a successful virtual on-line 3-D trade show program. management, creative department management, budgeting, and marketing plans.

President and Creative Director

SteveJamesDesign, Inc., Buffalo, NY | July 1986 to May 2004

Established and managed a full-service communications design firm serving Western New York and Canada. Responsibilities included doing what it takes to run a design business, from overall creative direction to obtaining new business, cultivating and maintaining client and vendor relationships, budgeting, marketing plans, staffing, mentoring, training and everything in between. **Communications Design Clients:** The Commercial Collection Corp. of NY, Tomric Plastics, Make 'n Mold, CS Business Systems, Strategic Asset Management, EFOS Dental, Transit Pools. **Private Label Packaging Clients:** Tops Markets, Loblaw Brands (Canada), Intersave USA, the Cliffstar Corp., Petri Baking, the Red Wing Co., Make 'n Mold, Rich Products **Non-Profit Clients:** Shakespeare in Delaware Park, Juvenile Diabetes Foundation, World University Games: Buffalo, Buffalo Visitors & Conventions Bureau, Cultural Alliance of Niagara, Kenan Center for the Arts.

- ☒ The firm was retained to redesign and coordinate a visual overhaul to an existing consumer product goods line slated for reworking due to lagging sales. Upon reintroduction, sales sharply rebounded and over 250 products were eventually upgraded.
- ☒ Built and maintained an in-house photography studio for client and personal projects. Equipment included large, medium and small format systems and a complete color lab. This capability provided significant cost savings to clients and image consistency for product packaging.
- ☒ Worked within a client's tight trade show deadline to produce label designs for a line of cocktail mix product bottles. Designs were to showcase the gravure-print shrink-sleeve labeling. The deadline and budget were met, with the client experiencing a successful product introduction.
- ☒ Purchased and personally renovated a 6,000 square-foot church in downtown Buffalo, NY into an eclectic design studio, featuring Mac OS workstations, photography studio and a complete kitchen.

Creative Director and Art Director

Peter J. Schmitt Co., West Seneca, NY | January 1983 to July 1986

Art directed the advertising department of Bells Markets, a supermarket chain and food service wholesaler, with distribution centers and retail stores in New York, Pennsylvania and Ohio.

- ☒ Co-managed a department budget in excess of 10 million dollars and supervised up to 25 personnel.
- ☒ Introduced new advertising formats, improved photography, production quality, productivity and consistency.
- ☒ Promoted to Creative Director of the Creative Services Department, and directed five personnel in providing concept, marketing direction and creative support services to the advertising department, in-house advertising agency Creative Resource Group and the corporate sales department.

TECHNICAL PROFICIENCIES

Fluent in MacOS and PC: Adobe CS suites–Photoshop, InDesign, Illustrator, DreamWeaver, plus QuarkXpress, FreeHand, MS Office Suite and many others. Proficient photographer. Created and maintained a complete studio with kitchen and darkroom facilities. Experience in 35mm, medium and large format photography, lighting, food styling, film and print processing and digital imaging.

EDUCATION

State University of New York College at Buffalo
Bachelor of Science degree in Design

Mohawk Valley Community College, Utica, NY
Associates Degree in Advertising Design and Production

AFFILIATIONS

Member of Brainstorm Communicators of Buffalo
August 2000 to June 2004

Kenan Center for the Arts
Board of Governors 1st. Vice President, August 2000 to May 2004

Art Directors Communicators of Buffalo
Member 1976-2004 | Board Member 1989-2000 | President 1991 | Treasurer 1992-2000

AAF Indianapolis
Member 2012-2014

ACADEMIC POSITIONS

State University of New York at Buffalo
Department of Art: Lecturer in Visual Communications 1
Department of Informatics: Lecturer in Communications Graphics
Department of Art: Lecturer in Visual Literacy

State University of New York College at Buffalo
Department of Design: Lecturer in Advertising Design

Daemen College, Buffalo, NY
Department of Art: Lecturer and Instructor of Photography

Bryant and Stratton College, Buffalo, NY
Department of Advertising and Design: Lecturer and Instructor of Advertising Design and Photography.

AWARDS

Art Directors / Communicators of Buffalo
Professional Communicators of WNY
Neenah Paper Text and Cover Competition
Buffalo Printing House Craftsmen
Design USA Exhibition (National)
New World International Wine Competition Gold Medal (International)
Print Magazine Regional Advertising and Design (National)
AAF Indianapolis ADDY

REFERENCES

Domenick Cimei
Creative Director, Copywriter and Brand Strategist
Life Extension, Inc. | Coral Springs, FL 33065
937.367.9310 | domcimei@aol.com

Vincent Laplante
Sales and Marketing Manager
Real Power Products, Contour Hardening, Inc. | Indianapolis, IN 46278
317.514.9831 | vlaplante@realacpower.com

Susan Przybyl
Executive Director
Kenan Center for the Arts | Lockport, NY 14095
716.433.2617 | sprzybyl@kenancenter.org

*Portfolio can be reviewed by request or accessed online at www.stevejamesdesign.com
Visit my profile online at www.linkedin.com*

CONTACT

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