



Contact 14 Barnard Mews +44 (0) 7748 350 874 London james@jsmdesign.co.uk SW11 1QU www.jsmdesign.co.uk

Statement I approach design with a balance of careful thought, creative experimentation, precision and determination to meet the clients' objectives. I work professionally within creative teams, offering my commitment, passion and enthusiasm, aiming to exceed the basic requirements of my role. I am inspired by the end-to-end needs of individual clients and have a fascination in understanding their brand values and proposition before making design decisions. I am eager to further my professional career as a designer and, as an individual, develop my creative skills and continue to produce high quality work.

Nominations D&AD New Blood 2009 For typographic work displayed at the Bath School of Art & Design Graduate Degree Show.

Shows & Exhibitions 'Progress' A show displaying work in progress at the Old Truman Brewery. Funded and curated by myself and 45 other students from the Bath School of Art & Design. '09 Degree Show An end of year show of graduating students from the Bath School of Art & Design.

Software & Specialist Skills Adobe Photoshop CS2, 3 & 4 Adobe Illustrator CS2, 3 & 4 Adobe InDesign CS2, 3 & 4 HTML/ CSS Macromedia Dreamweaver Macromedia Fireworks Macromedia Flash Boinx iStopMotion Animation Microsoft Word Digital & Conventional Photography Letter Press Silkscreen Printing Book Binding Box Making Computer Aided & Hand drawn Typography

Education 2006 - 2009 BA (Hons) Graphic Communication at Bath Spa University (2:1) 2005 - 2006 Fnd Degree at Somerset College of Arts and Technology (Distinction) 1999 - 2004 A-Levels (3 B - C), GCSE (11 A - C) at Sexey's School, Bruton

Interests Photography | Cycling | Half marathon running Drumming | Rugby Union | Music (power ballads)

Current Employment 10.2009 To Date - Designer: DirectionGroup Design Consultants Within the creative team I deliver award-winning, imaginative and successful design solutions on several accounts. These include high-end consumer retail POS for Panasonic and Freesat, B2B promotional campaigns, corporate literature and online promotional media for Fujitsu and Plantronics and B2C promotional media, on and offline, for The Carphone Warehouse.

Professional Experience & Major Projects 11.2010 - Fujitsu: LIFEBOOK (DirectionGroup) B2B product brochures, HTML emails and webpages: From end-to-end and within a limited time frame, I designed and art directed this large project, using my information design skills to create a clean and on-brand integrated solution.

09.2010 - Minerva Ensemble Ltd (Freelance) Brand identity, stationery, promotional media and company website: Through recommendation, this classical music trio commissioned me to design various media that would see them stand out from their competitors. Promotional media, used at trade events, drove prospects to the website, resulting in a 70% rise in customer interest and bookings.

04.2010 - The Carphone Warehouse: Music Anywhere (DirectionGroup) In-store promotional concepts and POS vouchers: Within a tight budget I developed the brand and positioning of this innovative new media product. I produced fun yet informative designs that carried across multiple in-store promotional items including a gift voucher leading to the product website.

01.2010 - Freesat: Webpage for Comet Group plc (DirectionGroup) Product webpage within the Comet website: Working to strict specifications, I was selected to design and build a promotional webpage containing large amounts of product information. I delivered an appealing, on-brand webpage, which acts as the face of Freesat, attracting high volumes of traffic through the Comet website.

12.2009 - DirectionGroup Creative Direction's 2009 Christmas Greeting: Within a small budget, I designed, directed and created a festive HD stop motion animation using crafted paper. I also designed and built a set of personalised emails, containing a link to the animation. The project received more positive feedback than any previous greeting.

References References are available on request. Please feel free to get in touch.