



# James Jursinic

Creative compulsion to make things with my hands and change minds

## Who dis?

I'm driven to cultivate the best creative culture in order to build the type of experiences that surprise and delight.

### THE LIST

Kellogg's, GE HealthCare, Amway, PayPal, Whirlpool, Kitchen Aid, Maytag, Amana, Hills Bros., Wurth, Kauai Coffee, Safelite Auto Glass, Stryker, JBL, Crown, Fifth Third Bank, PNC, Bactine, Argon Medical Devices, First Student, Tymphany, Naturally Fresh Cat Litter, Welch's, MEC, Leer, Exsurco, Boxed Water, Hull Lift Truck, Bread Financial, Artistry, Nutrilite, Shwans, Chock Full O' Nuts, Bread Financial, AAA.

### THE OTHER LIST

The Addys, The Trendys, John Caples International Award, Gallery exhibitions (solo & group)

### THE OTHER, OTHER LIST

Current - Adobe Suite, Sketch, Figma After Effects, Sketchup, Procreate, Microsoft Suite, & Google apps.

### THE SITE

[jamesjursinic.com](http://jamesjursinic.com)

1035 BOWDOIN DR.  
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## Work Experience

### Creative Director

PATHFINDERS / JANUARY 2020 - PRESENT

In addition to overseeing all creative initiatives, I play a key role in managing and advancing the enterprise creative group, which comprises content creators, copywriters, strategists, developers, photographers, producers, and designers. My contributions extend beyond management; I've actively led the development of new processes for planning, documenting, and fostering collaborative workflows agency-wide.

As a valuable member of the agency's leadership team, I contribute to the ongoing evolution of a 40+-year-old agency, steering it towards a virtual modern office setup. This transformation is evident in Pathfinders ability to adapt and thrive.

### Associate Creative Director

PATHFINDERS / MARCH 2013 - 2020

In a dynamic, fast-paced setting, I served as the right-hand person to the Executive Creative Director, spearheading the creative management and implementation across various media platforms. My role involved translating strategic marketing plans into impactful "big ideas," aligning seamlessly with my strengths as a creative leader.

Beyond this, I played a pivotal role in steering new business endeavors, successfully securing numerous clients. This accomplishment presented the opportunity for me to lead the establishment of the agency's social and photography studios, marking a significant step in our growth and capabilities.

### Art Director & Marketing Specialist

BELWITH PRODUCTS / APRIL 2012 - 2013

Personally chosen by the company's executive team, I undertook the mission to elevate the internal creative culture, navigate a seamless transition through a change of ownership, and co-lead the creative development for the marketing initiatives of Belwith's diverse brands.

### Senior Designer & Product Development Lead

BAUVILLE / MARCH 2004 - 2012

Started as a duo, grew an in-house creative team to twelve, overseeing diverse projects like quarterly 100+ page catalogs, trade show booths, videos, landing pages, and mailers. Actively involved in creating proprietary products from concept to production. In my final years, led, evaluated, and trained team members while crafting meaningful work alongside a team I deeply appreciated.

### Creative Manager

DEJONGE STUDIO / APRIL 2003 - 2004

I joined up with David DeJonge to help him establish and assess his branding and digital vision. Led to the creation of many of his multi-channel marketing pieces along with getting a masters level exposure to a renowned photographer and his knowledge of photo studio management.

### Graphic Designer

CUSTOM MATTE / DECEMBER 2001 - 2003

A formative experience where I served as a graphic designer, marketer, developer, and essentially a jack of all trades. Expanded my role by demonstrating proficiency in crafting campaigns, package design, and overseeing print management.

## School

### MBA, Design Innovation Management Cert.

Kendall College & Ferris State University - 2011

Confirmed my passion in life

### BFA, Illustration and Graphic Design

Grand Valley State University - 2001

I made a bet on design being on tiny screens everywhere. It was a pretty safe bet, to be honest.