



# JAMES JURSNIC

## *Creative Director*

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### *Description*

Impassioned creative leader with strategic vision, business acumen and artistic talent. Delivers high-impact marketing, print and multimedia design, product development and web sites. Extensive experience with advertising agencies and in-house studios that includes bringing ideas from concept to reality, attention to detail, and the ability to juggle multiple projects efficiently. Substantial record in combining art direction and design skills in the areas of market research, analytics, illustrating, photography, problem solving, managing and training staff.

### *Professional Experience*

#### **Pathfinders Advertising and Marketing Group Mishawaka, IN. March 2013 – Present Creative Director**

Co-responsibility for the overall development and execution of the agency's creative product, from concept to completion – working closely with the Executive Creative Director and the rest of the art staff. My responsibilities include both the design and copy aspects and its execution in all media. I am also responsible for taking strategic marketing plans and interpreting them into the “big ideas.” I oversee approving all creative work before a presentation to the client.

- Co-Directs and leads the creative product at the agency, working closely with Executive Creative Director, and strives for excellence in everything from concept to completion of every job
- Works closely with Account Services to solve marketing problems through smart, well-designed advertising and collateral materials that help sell product and maintain a good client image
- Co-manages the creative/production department
- Pushes the team to present strong creative based on rationales and to think out side of the box
- Assures a good creative mix of concepts will be developed for client – providing strong alternatives that are all on strategy
- Demands that the account service team provides well written creative briefs, project briefs and reference
- Attends creative input meeting to develop creative strategies and implement all creative required including copy, layout, illustrations, final art and photography
- Oversees creative solutions and presents those to account executives for internal approval Will often “sell” the creative at client presentations
- With production manager, selects vendors that are best suited for the work and signs off on all production pieces
- Enables scheduling of skills training for creative team and authorizes agency payments
- Represents the agency at creative /professional/civic functions
- Maintains current working knowledge of computer related skills, software and hardware to ensure entire creative department as well as individual staff members remain on the leading edge of essential technology and skills
- Watches overall work levels to assure agency is staffed to accomplish the client tasks – goal is to keep staff at consistent levels of 80%+ utility.
- Utilizes the resources of freelancers when agency staff is above capacity levels (consistently over 50 hours per week or utility levels over 100% for several weeks)

**Belwith Products**  
**Grandville, MI. April 2012 – March 2013**  
**Senior Art Director & Marketing Specialist**

- Designed catalogs for the Keeler and Hickory Hardware brands under Belwith Products.
- Designed point of purchase displays for big box stores (Home Depot, Menards and Lowes).
- Developed package designs for retail customers.
- Designed magazine ads for a variety of industry related periodicals.
- Designed trades show booth graphics, emails and post cards.
- Directed and gave art direction on videos and commercials.
- Story boarded and created scripts.
- Created project plans and creative briefs for various marketing campaigns.
- Reviewed first article products for quality control.
- Managed all multimedia resources.
- Managed, interviewed, evaluated, and trained employees.

**Baudville**  
**Grand Rapids, MI. March 2004 – April 2012**  
**Senior Graphic Designer and Product Development Lead**

- Designed and managed the process of delivering catalogs from initial concept to final production.
- Managed website design development and Google analytics testing.
- Designed advertising mailers, logos, periodical ads and signage.
- Illustrated and designed proprietary new products.
- Photographed merchandise for ads and catalog layouts.
- Organized outside photo shoots with free lance photographers and talent.
- Directed, co-wrote and illustrated story boards for online viral videos and commercials.
- Oversaw quality control on catalogs and marketing material produced locally and nationally.
- Designed show booth exhibits as well as attended and staffed trade show conferences.
- Managed, evaluated and trained employees on their positions or equipment.

**DeJonge Studio**  
**Grand Rapids, MI. April 2003 – March 2004**  
**Creative Manager**

- Designed catalogs, posters, mailers and photo albums for sales and marketing.
- Digitally enhanced and manipulated photography.
- Produced photography sets and environments.
- Maintained printers, photography and processing equipment.
- Acquired training and experience in photography production from David DeJonge.

**Custom Matte**  
**Grand Rapids, MI. December 2001 – February 2003**  
**Graphic Designer**

- Designed advertising layouts and package design.
- Processed print jobs by producing film and proofs for customers.
- Repaired printing equipment and customer files.

**Freelance Graphic Designer & Illustrator**  
**1997 – Present**

- Providing design services such as logos, illustrations, websites, annual reports, marketing identities, and promotional pieces for Midwest and National clients.

## *Client Experience*

Whirlpool • Fifth Third Bank • Safelite Auto Glass • Stryker • Amway • PNC Bank • Crown • Hills Bros • Welch's • Wlabs • Maytag • Amana • Kitchenaid • Boxed Water • Schwans • JBL • PayPal • Tymphony • Amana • Hull Lift Truck • Chock Full O'Nuts • Artistry • Nutrilite

## *Programming and Software Skills*

- Platforms: Mac and Windows
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, and Premier)
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Google (Docs, Slides, Sheets, Forms)
- Sketchup
- Procreate

## *Education*

### **2011 - MBA in Design Innovation Management Certificate**

Kendall College & Ferris State University, Grand Rapids, MI.

### **2001 - Bachelor of Fine Arts Degree**

Grand Valley State University, Allendale, MI.

With a concentration in Illustration and Graphic Design.

## *Awards*

### **2011 - Trendys**

Finalist for product design in office products.

### **2008 & 2009 - John Caples International Award**

Runner Up & Finalist in BtoB Solo Mail Marketing Campaigns.

### **2001, 2004 & 2009 - West Michigan Addy Awards**

Design winners for all three years.

Illustration winner in 2001.

*References available upon request.*

