



# 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)

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## Work Experience

### Creative Director

PATHFINDERS / JANUARY 2020 - PRESENT

In addition to reviewing all creative, I manage and help evolve the enterprise creative group including content creators, copywriters, strategists, developers, photographers, producers, and designers. I also helped lead the creation and new processes for planning, documenting, and co-creation agency-wide work flow.

I serve on the agency's leadership team to help evolve a 40+-year-old agency into a virtual modern office. This was reflected in everything from surviving the pandemic without losing one employee and coming out the other side stronger than when we entered it.

### Associate Creative Director

PATHFINDERS / MARCH 2013 - 2020

In a fast-paced environment, I had to be the right hand man to the Executive Creative Director and carry out creative management and implementation of creative outputs in all media. My responsibilities for taking strategic marketing plans and interpreting them into the "big ideas" aligned well with my strengths as a creative leader.

I also guided the new business efforts that have secured several new clients, including what is now one of the agency's largest (Amway). This created the opportunity for me to lead the construction of the agency's social and photography studios.

### Art Director & Marketing Specialist

BELWITH PRODUCTS / APRIL 2012 - 2013

Hand-selected by the companies executive team to enhance the internal creative culture, transition through a change of ownership, and co-lead creative development of the marketing of Belwith's various brands.

### Senior Designer & Product Development Lead

BAUDVILLE / MARCH 2004 - 2012

Began as a team of two which led to the hiring and recreation of an in-house creative development group including developers, photographers, copywriters and designers to a team of 12. Managed the process of delivering a multitude of marketing tactics like 100+ page catalogs, trade show booths, video shoots, landing pages, and direct mailers just to name a few. I also got to use my hands and created many proprietary new products from initial concept to final production. In my last few years, I directed, evaluated and trained employees on their positions or equipment and created a lot of work I loved with people I loved.

### 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 formal experience, I was brought in to be graphic designer, marketer, developer, and pretty much a jack of all trades. Created and expanded responsibilities by showcasing aptitude in developing campaigns, package design, and 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.