

James Evans

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I am an effective, democratic leader. A self starter: enthusiastic, flexible and motivated. A creative chameleon using innovative problem solving and keen abilities to create stories. Using new tools and trends, I collaborate with teams to generate cutting edge designs while maintaining stylistic and brand continuity. With a solid foundation in both inhouse and agency work, my advanced design insight and technical proficiency has contributed to a long career of success. My job experiences include work in the arts, entertainment, electronics, fashion, luxury goods, marketing and pharmaceutical industries; both in D2C and B2B growth.

Areas of Expertise Brand | Environmental | Packaging | Typography | Storytelling

Technical Skills Adobe CS | Figma | Print | Web | Product | Presentation | Merchandising

Personal Projects App Development | Restorative Horticulture | Fine Arts: Sculpture and Painting

HEADOVER

2023 - PRESENT

ADVISOR

- **Brand:** Creation and development of a new enterprise level application. Release: 11/2023

CARDBOARD TOAST

2021 - PRESENT

DESIGN LEAD

- **Brand:** Development of D2C web/social assets for OurCellar.com, Moët Hennessy USA.
- **Additional clients:** Une Femme Wines, Viva Tequila Seltzer, Casa Rica Tequila, Da Hui, Anheuser Busch.

VOLK OPTICAL FREELANCE

2021 - PRESENT

DIRECTOR/DESIGN LEAD

- **Design/Production:** Design Lead for VOLK Optical, the leading brand manufacturer & supplier of ophthalmic products. Projects included brand redesign including identity, packaging, catalogs, website and social.

HBO: DESIGN + PRODUCTION

2013 - 2020

SENIOR DESIGNER

- **Leadership:** Managed junior and freelance designers as well as mentored interns.
- **Environmental:** Oversaw design and production for multiple trade shows, events and environmental installs.
- **Packaging:** Lead designer on innovative packaging for special promotions. Awards: GD2014 Award
- **Design/Production:** Conceptualized program keyart; from mood boards to multiple platform build-outs.
- **Brand:** Redesign of HBO internal brand (included environmental, merchandising, print and web media.)
- **Brand:** Initiated product launches, new programming, build webpages, created applications, strengthened and enhanced Executive-level presentations and sales pitches.
- **Brand:** On team for full creation of the HBOMax streaming service and parallel marketing materials including HBOMax investor launch, external and internal events, printed collateral and magazine ads.
- **Environmental:** Collaborated with VP to create one of a kind, HBO program inspired sculptural art. Multiple pieces were selected by management for personal collections.

MARIMEKKO

2012 - 2016

FREELANCE SENIOR DESIGNER

- **Email Marketing:** Sustained e-commerce web graphics and relevant email marketing campaigns.
- **Visual Merchandising:** Developed printed materials including: window graphics and instore signage.
- **Design/Production:** Produced newspaper and magazine advertisements.

CAPEZIO BALLETMAKERS INC

2011 - 2012

SENIOR DESIGNER

- **Web Development:** Built first E-commerce website for Capezio.com, including production infrastructure including photo studio. Short deadline: 6 months.
- **Print/Publishing:** Generated product line launches including: catalogs, print collateral, instore signage, graphics and visual merchandising.
- **Art Direction:** Photo shoots and designed various catalogs and collateral marketing material. Revitalized monthly magazine advertisements and weekly email promotions.
- **Packaging:** Improved packaging creative and artwork for new and existing product lines.

SONY INC

2009 - 2011

FREELANCE SENIOR DESIGNER

- **Visual Merchandising:** Created and enhanced window graphics, 3D components, in-store signage, new and existing marketing and promotions, store schematic maps and renderings.
- **Partners:** Sony Pictures, Sony Wonder, Sony Style Stores and Sony Outlets.

Education

Cornell University
LEADERSHIP, ENROLLED

Oregon State University
PERMACULTURE, 2022

William Paterson University
BACHELOR OF FINE ARTS, 2002