

BADERSHALL

Jim Badershall

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Experience

Ora | 10 – Present – Designer/Art Director

At Ora as the designer /art director I concept and execute all in-house marketing materials, which includes apparel, packaging, print ads, print collateral, DM, emails, trade show booth and manage all outside vendors. At Ora I also shoot photography for internal web site and external trade shows and events.

Marketing by Design | 09 – Designer/Art Director

Designer for clients such as Brighams, Nasoya, Tasty Bite and Scotts I would create designs from concepts thru final design for projects ranging from creative packaging, print, outdoor and web. Work closely with clients and outside vendors ensuring budgets and schedules are met and direct photoshoots.

Mullen | 07– 09 – Designer/Art Director

Worked as an art director for clients such as SAKS 5th Ave, National Grid, Mass Mutual and HSBC. Concept and execute for projects ranging from creative packaging, print advertising, outdoor, collateral, web and direct mail. Work closely with clients and outside vendors ensuring budgets and schedules are met and direct photoshoots.

Arnold Worldwide | 01–07 – Designer

As a designer for clients such as Timberland, Royal Caribbean, Citizens Bank, Oral-B, ESPN and Progressive Insurance. I develop and present a variety of concepts for print projects ranging from brand identity, creative packaging, print advertising, outdoor, marketing collateral and point of purchase. Work closely with clients, outside vendors ensuring budgets and schedules are met and direct photoshoots.

Wallwork & Curry | 99-01 – Designer

Design and execute print advertising, catalogs, sales and marketing collateral. Handling all aspects of pre-press production, color correction, and analyzing quality of color proofs. Clients include: Steinway & Sons, Domain Home Furnishings, Liberty Mutual and Century Bank.

Heitman & Co. | 97-99 – Designer

Responsible for the development and production of all marketing, sales and client-based presentation materials, including: CD-ROMS, full color brochures, full color posters, and black & white presentation documents. Created custom graphics including: illustrations, charts and graphs, and various organization and process maps. Trained new employees, vendor relationship development and research, along with purchase and implementation of company computer related products.

Houghton Mifflin Company | 96-97 – Designer

Provided a wide range of design services for a text book revision. Worked closely with editorial staff in order to develop chapter design and layout with fully illustrated lesson pages. Involved in writing and editing art and photo specs and art direction of photo shoots. Selected and approved photos and computer generated art for book pages.

Education

Chamberlayne School of Design — Mt. Ida College, Newton, MA
Bachelors Degree in Graphic Design — 1992-96