

JIM ANDERSON

SENIOR GRAPHIC DESIGNER | PRINT & DIGITAL PRODUCTION DESIGNER

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PROFILE

Delivering error-free, on-time design reliably and consistently that tells the company story through compelling visuals.

- Quality assurance approach in design development; uses precision in details, checklists, and deliverables as key project drivers to create laser-precise alignment to client needs and expectations.
- Interprets internal / external client design needs and ideas using clear communications that serve to probe for additional requirements while clarifying key concepts; champions client service throughout entire design process.
- Project manager with keen understanding of how all design pieces fit together and contains scope creep through milestones, check-ins, and timeline management.
- Uncovers innovative ways to keep budgets in check by offering suitable alternative design solutions and limiting revisions; researches vendors to source price-competitive options.

CAREER EXPERTISE

Visual Design	E-Newsletter Design	Advertisements	Trade show Booth Design
Brand Identity Design	PowerPoint Design and Production	Photo Editing	Out-of-Home Advertisements
Digital Content Production	Marketing Collateral (Brochures, Posters, Postcards, Business Cards, Flyers, Newsletters)	Image and Asset Management	Signage / Wayfinding
Print Production		Web Flowchart / Site Outline	Infographics
Preflight Production	Logos	Request for Proposal (RFP) Layout	Organization Charts
Press Checks	Typography	Final Report Production	Presentation Boards
Print Vendor Management		Project / Info Sheets	

Proficient in Mac and PC Platforms, Adobe Creative Cloud (InDesign, Photoshop, Acrobat, Illustrator, Lightroom), Microsoft 365 (PowerPoint, Word, Excel), Basic HTML, and WordPress.

EXPERIENCE

Play With Numbers, LLC | Senior Graphic Designer | 01/1999 – current

Built up design firm into portfolio of 100+ clients generating \$50,000 annually in graphic design project work. Key focus on developing brand identity and marketing collateral; earned coveted status as preferred provider for fellow design firms / creative placement agencies (such as: *Creative Circle, Aquent, Filter, Robert Half/The Creative Group, Creative Network Systems, and 52 LTD*), as well as for small start-up companies. Develop RFPs for consulting requests, make presentations to pitch services, negotiate contracts / agreements, set up client meetings to gather customer needs and develop scope of work, generate initial design option drafts, refine client direction, then move forward into final production to deliver on-time and on-budget. Project types include marketing collateral, logos, advertisements, digital content, infographics, maps, catalog, postcards, posters, and trade show booth visual elements.

- **Created on-target event signage for complex schedule / locations for Amazon Web Services (AWS) re:Invent and re:Inforce conference events;** designed clear directions and venue maps while working around abstract drawings, vague design direction, and multiple last-minute updates from client and venues.
- **Produced new adult and youth Spring event guidebook for The Multnomah Athletic Club featuring post-pandemic policy / procedure revisions that had involved multiple stakeholders providing input / feedback for precise final product.**
- **Implemented national rebrand of Rite Aid Pharmacy as senior graphic designer re-imagining in-store signage for 18 states and 2,500 retail stores;** factored in federal / state regulations during rebrand process to stay in compliance.
- **Generated easily-sharable social media graphics for Sonos which included consistent design and production delivered in various formats and versions for 10 different products.**
- **Propelled client's catalog into completion on deadline with minimal errors;** coordinated with medium-sized design team to update images, copy, prices, and product codes, along with layout refresh while avoiding duplicating work.
- **Ignited 3x sales growth for client's newly-launched product** by creating digital content for their website that transformed non-specific photos into cropped, relevant images combined with call-to-action copy to spike consumer purchases.
- **Built buzz and opening day excitement that resulted in overflowing crowds on recreational trail dedication day;** created poster paired with companion postcard distributed in stores, online, and in print media.
- **Added design consistency, added content and images, and fixed errors within large scale 300+ page final report to hit deadline;** created a check list and formatting plan then went methodically through entire document to standardize.
- **Aided client project to fit within page allotment** by redesigning graph and infographic, reducing type size, and adjusting photo sizes and other page elements to fit 2-page MS Word project sheet document onto single page.
- **Created Sandy River Water Trail map that quickly sold out which provided highly-detailed water trail system;** included call out information, features, and correct scale for document size which was well-received by users.
- **Fueled 2x surge in client's camp attendance and 3x social media visibility boost** after developing comprehensive marketing tool-kit (digital content, templates, logos, photos, and ad copy) to help them market local camps regionally.
- **Rescued last-minute project fixing MS Word RFP that another designer started and allowed client to upload file with minutes to spare prior to deadline;** addressed immediate issues then added new content, images, and infographics.

EXPERIENCE, CONT.

Alta Planning & Design | Portland, OR | Graphic Designer | 03/2009 – 06/2010

Translated consulting role into full-time position after creating first-ever corporate brochure, which quickly sparked multiple successive projects. Produced 200+ design projects. Created proposal documents, updated poorly-designed brochures, updated / redesigned project sheets and communications templates, generated marketing collateral, designed CEOs book cover and created uniform higher design standard company-wide.

- **Showcased company services in fresh new layout using tri-fold brochure that incorporated eye-catching photos and minimal copy;** attracted potential client interest through distribution at events, trade shows, and meetings.
- **Upgraded key marketing collateral (proposals and RFPs) which helped company win more business;** used InDesign plug-in to import MS Word documents and create higher-quality design and formatting.
- **Paved way to company winning more projects** by interpreting handwritten edits from various firm principals on proposal documents to drive evolution and improvement of corporate RFPs and submittal documents.
- **Sparked 2x surge in lead generation at trade shows** after shouldering project completely redesigning trade show booth to include simple yet effective roll-up banner promoting projects and marketing company services.

David Evans & Associates, Inc. | Portland, OR | Graphic Designer | 02/2007 – 06/2008

Referred into company by personal contact; immediately went to work within large corporate marketing department supporting 20+ offices nationwide with up to 75 stakeholders. Designed 200+ projects before economic recession resulted in staff cutbacks; produced annual reports, project sheets, researched / developed media bank for project images, marketing collateral (invites, postcards, newsletters), proposal documents, maps, and trade show booths.

- **Produced 3x rise in client lead requests** after taking helm on designing presentation project boards used for 50+ trade shows / year; labeled / organized each shipment so receiving end could easily set-up.
- **Freed up staff resources to focus on larger, higher-stakes graphic design projects** by generating branded MS Word and PowerPoint templates along with company logos for use by any employee, along with brand standards guide.
- **Assembled easy-to-reference, centralized, and searchable media (photo) library for current client projects** which was organized by discipline, category, region, and featured/selected images then tagged them within new media bank.
- **Implemented on-demand printing solution for smaller projects** using branded templates and editable fields so any marketing department employee could access documents and design team could outsource larger projects.

ADDITIONAL BACKGROUND

Nike | Beaverton, OR | Graphic Designer | 01/2004 – 10/2007

Prior experience as Graphic Designer in the Brand Design, Events, Athletic, Shoe and Casual Apparel division.

EDUCATION

University of Oregon | Eugene, OR | **Bachelor of Fine Arts (BFA) in Visual Design**

AFFILIATIONS / INVOLVEMENT

Board Member, Alliance Française de Portland | Portland, OR (2018 – current)