



PHONE: 412.972.0621

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WWW.JAMESCDESIGN.COM

## PROFESSIONAL PROFILE

Award-winning Designer/Creative Manager with over 30 years of experience in advertising design, commercial print publishing, and multimedia. Skilled in customer relations, project management, creative concept development with a proven ability to deliver high-impact visual solutions for print and digital platforms.

## EDUCATION

### COMMUNITY COLLEGE OF ALLEGHENY COUNTY

Certificate in Multimedia  
Web Programming - Pittsburgh, PA  
May 2020

### MOHAWK VALLEY COMMUNITY COLLEGE

Associates in Advertising Design & Production - Utica, NY  
June 1986

### MUNSON-WILLIAMS-PROCTOR INSTITUTE

Studied Fine Art - Utica, NY  
June 1983

## SOFTWARE EXPERIENCE

- Adobe PhotoShop
  - Adobe Illustrator
  - Adobe InDesign
- Adobe Acrobat & Distiller
  - Adobe Premier
  - Adobe Audition
  - Adobe Animate
- Adobe Workfront
  - Quark XPress
- Multi-ad Creator
- Microsoft Word,
- Microsoft PowerPoint
  - Microsoft Excel
- XpanceX, (ad tracking asset management system)
- JDA Software (retail space planning & supply chain retail solutions)

## PROFESSIONAL EXPERIENCE

### TRAFFIC COORDINATOR/PRODUCTION ARTIST- OUTFORM GROUP, INC.

Contracting to Dick's Sporting Goods, Visual Merchandising Department:  
July 2024 - November 2025

- Assessed creative and production service submissions, content asset collection and production art schedules.
- Designed and released installation instruction manuals for all in-store printed materials across Dick's Sporting Goods retail locations.
- Researched and organized apparel and sporting equipment images for export via Adobe Photoshop into JDA space planning software libraries.
- Maintained and updated image database used for retail store layout and planning across all Dick's Sporting Goods stores nationwide.

### IMAGE ASSET COORDINATOR - DICKS SPORTING GOODS

Innomark Communications: September, 2020 - July 2024

- Researched and organized apparel and sporting equipment images for export via Adobe Photoshop into JDA space planning software libraries.
- Maintained and updated image database used for retail store layout and planning across all Dick's Sporting Goods stores nationwide.

### GRAPHIC DESIGNER/PRODUCTION ARTIST

Hammond Press: July, 2018 - July, 2019

- Graphic Design & Print production for Advertisers in the Green Sheet publication which distributed 36,000 newspapers per week to over 800+ locations in Western PA.
- Advertising Design for The Green Sheet Newspaper Accounts
- Editorial Page Layout
- Marketing & Promotional Support Materials for Newspapers & Special Sections

### MARKETING/ADVERTISING DESIGNER

Trib Total Media: February 2001 - November 2016

- Led creative direction for marketing materials across retail, national, cultural, and digital advertising departments.
- Developed promotional campaigns for partners including the National Aviary, Pittsburgh Pirates, Pittsburgh Penguins, Power, and Pittsburgh Riverhounds.
- Designed logos, rate cards, media kits, and custom maps for distribution, zoning, and ad specifications.
- Created award-winning ad campaigns and redesigned mastheads/front pages for 14 Gateway Newspapers.
- Directed design for the annual Cultural Guide (190K+ distribution) and Pittsburgh Wine Festival marketing assets.

## REFERENCES

Available upon request

*Professional Experience continued --*



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## MANAGEMENT TRAINING

### GANNETT MANAGEMENT WORKSHOPS

Target Marketing: Identifying market demographics and product penetration

**Picking People:** Reviewing resumes, identifying technical & performance skills, writing and structuring interviews

**Leave Me Alone:** Program identifies the legal definitions of sexual harassment

### Appraisals in Action:

Employee performance appraisals

**Shape Up:** Designated for managers and supervisors in handling work related problems fairly and legally

## DESIGN AWARDS

### 2016 IAMA Tearsheet Competition

1st place: best color single ad,  
2nd place: best color single ad

### 2016 PNA Display Advertising Tearsheet Contest

1st place: self promotion advertising

### 2015 IAMA Tearsheet Competition

1st Place: ROP ad series

### 2014 PNA Display Advertising Tearsheet Contest

1st place: best ad campaign or series

### 2014 PNA Display Advertising Tearsheet Contest

1st place: best single ad-color

### 2012 PNA Display Advertising Tearsheet Contest

1st place: best ad campaign or series

### 2002 ICAS Marketing Competition

1st place: industry magazine ad

1st place: industry web site

2nd place: event poster

### 1997 NAA Dandy Award Winner

Best single automotive ad by  
an individual dealer

• NAA (Newspaper Association of America)

• IAMA (Interstate Advertising  
Manager's Association)

• ICAS (International Council of Air Shows)

• PNA (Pennsylvania Newsmedia  
Association Foundation)

## PROFESSIONAL EXPERIENCE

### COMMERCIAL PRINT PRODUCTION COORDINATOR

TR Printing & Publishing: May 1998 - February 2001

- Designed marketing materials including logos, media kits, and website interface for TR Printing.
- Transitioned commercial print accounts to digital output, improving production speed and quality.
- Managed ad coordination and delivery for a national client across 30-40 publications, increasing revenue and reducing errors.

### LEAD GRAPHIC DESIGNER

Gannet Publishing, North Hills News Record: April 1992 - May 1998

- Directed creative strategy for advertising accounts and client campaigns.
- Managed design staff and hiring for Advertiser Services Department.
- Designed Coldwell Banker Real Estate News & Buyers Guide, featured in Advertising Age Magazine.
- Led Business Acquisition Team, generating over \$340K in new advertising revenue.

### FREELANCE WORK

1997 - Present

#### US Airways:

- Designed multimedia interface elements and training materials for HR and Corporate Education.
- Design for cover art for CD-ROM jackets and various company manuals.

#### American Firebirds Air-shows:

- Created posters, flyers, t-shirts, photography, and website designs.

#### Western Pennsylvania Bleeding Disorders Foundation:

- Developed logos and marketing materials for chapter initiatives.

#### Metro Grill:

- Delivered branding package including logo, business cards, and apparel.

#### Camp Hot-to-Clot: Hemophilia Treatment Center Summer Camp:

- Promotional materials including: Logo, door hangers, postcards, parent handbooks, vinyl banner and T-shirt designs.