

JIM SAMSON

SENIOR ART DIRECTOR & DESIGNER

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EXPERIENCE THE DRUCKER GROUP

Alcoa, American Lock, B&G Foods (Las Palmas, Underwood), Comp24, H.L. Flake, INX, ITW, Lavatec, Manroland, Master Lock, Modagraphics, Nutrition Day, PABCO, RainSoft, Twistthink, W.R. Meadows

Work within a small team as the agency's only visual creative, helping to strategically build brand connections, develop new products, increase distribution, generate awareness and grow clients' businesses. Projects include B2C and B2B-centered solutions: lead gen, new dealer and product development materials, online and offline advertising, integrated branding, direct mail, identity, web design, trade shows, social media, IA, promotional items and more. **1.09 - Present**

FATHOM COMMUNICATIONS

International Truck and Engine, Double Coin Tires, Thodos Dance Chicago

Showcased can-do, whatever it takes attitude to get the job done right from start to finish with small staff and under tight deadlines. Developed local, regional, national and global dealer and corporate campaigns, branding, promotions, events and product launches. Integrated the brand identity throughout corporate, dealer and Used Truck Organization communications. Projects included: dealer identity systems, direct mail, BRC, POP, print advertising and collateral, posters, banners, billboards, truck skins, online collateral, web banners, web pages, e-mails and t-shirts. **5.06 - 8.08**

FREELANCE ART DIRECTOR / DESIGNER

BlueCross BlueShield, Miller Lite, Vertex Hot Water Heaters, Elkay, Horseshoe Casino, Sony Vaio, Steele +, Hanson Roof, Precious Moments

Gave quick ideas and steady enthusiasm for a variety of agencies and their clients. Conceptualized, executed designs and showcased the ability to work well with new people and in new environments. Projects included campaign concepts, print advertising, collateral and catalogs, icons and identities, promotions and POP. Learned the industry and made some friends along the way.

Tom, Dick & Harry: Shiner Beer, Moosehead Beer, Pete's Wicked Ale

Worked with a talented group for a fun client: beer. Led and designed projects including POP, logos, print, merchandise and catalogs. **1.05 - 4.06**

NOBLE BBDS

Ingersoll Rand, Kryptonite, Schlage, SeaDoo, New Business Pitches

Instant, integral teammate on major assignments. Helped the agency see new levels of success with existing clients. Infused ideas for new business pitches, new and current campaigns and other project assignments. Led and managed projects including print advertising, collateral and catalogs, posters, direct mail, web banners, photo shoots and TV. **3.04 - 1.05**

ANN ARBOR NEWS

Advertising Support Designer, Production

Created print designs and led production of advertisements for the newspaper. **3.03 - 3.04**

GREY WORLDWIDE

New Business Pitches, Bell South, Southern Co., USFS Hotels, Diet Coke

Developed ideas for current clients and new business pitches. Responsibilities included print, direct mail, catalogs and TV. **5.02 - 10.02**

EDUCATION PORTFOLIO CENTER

Art Direction Atlanta, GA; Graduated: 3.02

MICHIGAN STATE UNIVERSITY

Bachelor of Arts in Advertising East Lansing, MI; Graduated: 5.98

RECOGNITION Graphis New Talent Annual 2002

ADDYs - 3x Student Citation of Excellence

Portfolio Center - 4x Best of Show

Society of Newspaper Design - Award of Excellence-21st Annual Competition

PROGRAM SKILLS Adobe Creative Suite: InDesign, Photoshop, Illustrator; Microsoft Office

PLAY Screenprinting, photography, outdoor adventures, mountain biking, playing sports, spinning records, attending concerts and shows.