

**Jim Anderson** 503.975.8229 jim-anderson@comcast.net www.playwithnumbers.com

## Design Experience

### **Designer – David Evans and Associates, Inc. – 2007 - 2008**

Design, and production for in-house graphic design/marketing department ranging from proposals, postcards, presentation materials, and event/tradeshows graphics. Manage logistics for marketing department's tradeshows booths. Responsible for photographing selected built projects.

### **Designer – Nau – 2006 - 2007**

Conducted image research for in-store graphic treatments. Designed a book that highlights the new brand and team members that can be used marketing the brand for retail. Assist in graphic, photo and copy updates to marketing collateral. Designed a human resources recruitment brochure for use in hiring. Responsible for designing internal projects including sketchbooks, notebooks and other communication tools.

### **Designer – Formit – 2005 - 2007**

Design, photography and production for their clients ranging from newsletters, presentation materials, and event graphics.

### **Designer – Nike – 2004 - 2007**

*Cross Training Footwear:* Designed and implemented digital presentation and for Concept Debut.

*Research and Design Library:* Coordinated digital production of extensive Trend Materials and Research.

*Image Design (Golf):* Designed inspiration and concept boards for new golf ball packaging using non-digital tools.

*Active Life Apparel:* Conducted trend research and explorative graphic design for 2005 t-shirts.

*Asia Pacific Brand Design:* Responsible for production and mechanicals for seasonal retail graphics.

*Nike iD:* Responsible for choosing and implementing inspiration colorways (footwear and equipment) on the re-launch of NikeiD.com. Designed, and produced a variety of collateral that supports the NikeiD Design Station Kiosks. Worked closely with print vendor on production of printed materials. Art directed NikeiD Design Station Kiosk photo shoot.

*U.S Sales Learning and Development:* Responsible for design, color coding system and visual look for print collateral.

*Quarterly Sales Meetings:* Assisted in developing design direction for seasonal sales meetings. Designed visual center, choose event fixtures and furniture and worked with setup crew to implement event.

### **Designer – Freelance – 1999 - current**

Design and implement projects for multiple clients both large and small which include: Designed menus, marketing collateral and website for local wine bar, Vino Paradiso. Volunteered for PICA's Time Based Art Festival which included designing ads, posters and festival guidebook. Designed poster and event marketing materials for the band Pink Martini. Design in-store collateral and developed e-commerce website for shop, Canoe. Designed and selected photography for portfolio/proposal for the Cross Crusade Cyclo Cross Series. Developed a publication tool to automate content importing into books and designed maps for Cabazon Books (eat.shop guides). Design and layout for branding consulting group, Watson + Partners. Layout, and menu design for a new restaurant called 23Hoyt.

### **Designer – JohnsonSheen Agency – 2004**

Collaborated with the art director on a City of Portland campaign, including print ads, press packets, and posters.

### **Designer – Ford Weithman Design – 2004**

Design and production of Nike Shox TR Shoe window graphics and retail branding elements.

### **Studio Artist – Wieden + Kennedy – 2004**

Responsible for production and design of Nike Apparel print ads which involved interpreting their art direction and implementing my design. Designed and constructed presentation materials and books for internal and client pitches, often combining inspiration images, storyboard drawings and scripts for broadcast media. Conducted extensive image research.

### **Designer – PLAZM – 2004**

Collaborated and conducted research with art director on identity project, posters, page layout, and logos.

## Business Leadership Experience

### **Director – Monday Night Masters and Women Bicycle Race Series – 1996 - current**

Plan, organize, promote and market the race series. Includes negotiating sponsorships and maintaining budget for the ongoing event, running weekly May-September at Portland International Raceway.

### **Director – Eugene Celebration Cycling Classic – 1998 - 2003**

Responsible for organization, planning, logistics and production of this multi-day race that attracts over 200 cyclists. Directed over 200 volunteers and managed a \$20,000 budget. Event was awarded the 2003 Best Sporting Event in the NW from Northwest Festival and Events Association.

## Education

**University of Oregon – 2003 – Bachelor of Fine Arts – Visual Design**

**Minor – Community Arts in Arts Administration Department**

## Software Experience

Adobe Products (Illustrator, Photoshop, InDesign, and Acrobat), Macromedia Dreamweaver, Apple Final Cut Pro