

James McDonald DESIGNER.

Brooklyn, NY 631 835 4873 James@ilostmydog.com www.ilostmydog.com

Lantis Eyewear 489 5th Ave., NY, NY 10017

September 2007- Current

Director of Creative Services

- Responsible for the creative direction and management of design team for all printed material and packaging
- Develop new and one of a kind packaging for various mid-tier, food-drug and mass market retailers and accounts
Experience in: shaped blisters, paper boxes, corrugated pallets, wing panels and fixtures.
- Work with multiple licenses such as: Perry Ellis, Hilary Duff, Dockers, Ann Taylor, Nintendo, Polaroid, Mudd and others
- Designed full catalogs for our licensed status, sun and optical brands
- Photography and retouching for all sunglass, reader and optical brands. This includes managing the workflow of samples with the product development department in order to meet deadlines.
- Negotiate and compare different printers and pricing for tall print and packaging jobs that go to press

F.A.B. Starpoint 15 W 34th St. NY, NY 10001

January 2007- August 2007

Senior Creative Director Clocks/Watches

- Responsible for the creative direction of all watches and packaging
- Manager of a staff of 5 designers on the creative team
- Package design for various mass market retailers and accounts. Experience in: shaped blisters, embossed and shaped fins, paper boxes, managing files for press output.
- Work directly with the product development team to assure the accuracy of the product is achieved from design through product mass production
- Worked with children's and young adult licensed product for Marvel, Disney, Warner Bros., Hilary Duff, etc.
- Worked with the licensor to maintain the property through practical and relevant graphic designs
- Design of other accessories such as wallets, backpacks and stationary products to accompany our watches in gift sets

Geneva Watch Group 47-50 Long Island City, NY 11101 www.genevawg.com / www.freestyleusa.com

January 2002- November 2006

Product Design and Development (January 2005 – November 2006)

- Designed watches for the Freestyle line, an action sports performance line that has global distribution and 12 million dollars in annual sales. Additional design for Under Armour and Kenneth Cole Reaction
- Create detailed tech-packs in Adobe Illustrator and Photoshop to overseas vendors for product development
- Coordinate product development and design for over 50 new sku's per year
- Graphic Design work for Stickers, T-Shirts, Packaging and other collateral needs
- Negotiate pricing for all watch components and packaging
- Attend major trade shows such as ASR, Surf Expo, Outdoor Retailer, Basel Watch Fair and Hong Kong Watch and Clock Fair.
- Travel to the Hong Kong and main land China four times a year to source vendors, develop product, oversee production & Quality Control and work with our factory and outside vendors.

Senior Graphic Designer – (January 2002- December 2004)

- Designed full watch catalogs for our licensed status brand such as Kenneth Cole, Tommy Bahama, Freestyle, Kenneth Cole Reaction, BCBG and others.
- Packaging design for mass market and private label brands
- Digital re-touching of photographs and product shots
- Designed mailers, blow-in advertisements, hangtags, and sales material for all status brands on a national level
- Worked directly with photographers to determine the layout of product shots that would be used in different print mediums
- Negotiated pricing for various print and packaging projects with domestic and overseas printers
- Experience working with licensed brands

Jive Records 137-139 West 25th St., New York, NY 10001 www.jiverecords.com

June 2000 - December 2001 Freelance Graphic Designer

- Assisted senior designers in layout of CD packaging
- Layout of national ads for various music artists
- Scanned files and updated them to the database for use on the shared network

Skills

Extensive training in the following programs on both Mac and PC platforms:

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, QuarkXPress, Hand Drawing, Pre-Press

Adobe Acrobat, Website Design, MS Powerpoint, MS Excel, MS Word, MAC/PC environment

Education

- SUNY Farmingdale- Bachelors of Arts Degree: Visual Communications
- Studied Design and Art History for three semesters in Holland, Belgium, France, Italy, Spain, and England visiting major museums and institutions.
- Student Government Council member Spring Semester 1999-Spring Semester 2001

References available upon request