

JAMES VINYARD

CREATIVE DIRECTOR | GRAPHIC DESIGNER

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A dedicated graphic designer adept at collaborating both in-person and remotely with clients to deliver projects with efficiency and excellence. Possessing a versatile style tailored to clients' branding needs, with a knack for innovation and development. Brings abundant leadership skills honed through experience as a Creative Director and in various managerial roles.

EDUCATION

Bachelor of Graphic Design

Minor in Communications

Palm Beach Atlantic University, FL
2017-2020

High School Diploma

Chamblee Charter High School, GA
2012-2015

SKILLS

Adobe Creative Cloud	██████████
Canva	██████████
Digital/ Print Design	██████████
Branding	██████████
Elementor	██████████
Social Media Design	██████████
Video Editing	██████████
Figma	██████████
Motion Graphics	██████████

EXPERIENCE

Vinyard Creative Group | Creative Director

May 2021 - Present

- Collaborating with diverse clients to develop and enhance their brand, ensuring top-notch design from inception to completion.
- Engaging with small and large businesses to create custom-tailored branding and marketing strategies that align with trends in culture, design & media.
- Crafting various print and digital graphics templates for each brand to ensure consistency when handed over to design team.

E.D.C.P. | Freelance

September 2021 - Present

- Constructing custom branding for high-end clientele events.
- Developing printable and digital elements that contribute to the atmosphere providing guest with memorable experiences.
- Communicating with printers and event leads to guarantee utmost quality.

SMART Technology | Freelance

November 2020 - Present

- Assisted SMART Creative Director in re-branding multi-million dollar company, and setting up systems to remain on-brand.
- Crafting detailed event booth designs, print ads, system design assets, handbooks, social media templates, and other materials, all in alignment with company branding.
- Prototyping website landing pages through Figma, Hubspot, and Adobe XD.

Golden Key Honor Society | Lead Designer

July 2020 - Present

- Collaborated with CMO to implement a branding structure for use by international chapters and offices.
- Video editing, categorizing, and uploading videos for use on Vimeo, YouTube, and their Academy Wordpress website.
- Branding education booklets, documents, and worksheets for print and digital.