

EXPERIENCE

Infinite Scale Design Group, Salt Lake City, Utah (2009~Present)

*Sr. Project Manager / Art Director*

Responsibilities include proposal preparation, day-to-day client communications art direction and design reviews, quality control, presentations and financial performance on large scale Environmental Graphic Design [EGD] and Branding projects. This includes all phases of a project from programming/pre-construction, art direction, documentation, construction administration and installation.

Additionally, I am also responsible for client relationships as relates to growing the scope of our services with existing clients.

◦ PROJECT TYPES:

Wayfinding	Sponsor Integration	Concessions+Retail
Donor Recognition	Brand Identity	Graphic Standards Manuals
Websites	Print Campaigns	Comprehensive Signage Plans.

◦ PARTIAL PROJECT LIST / EGD:

Miami Marlins Ballpark	Daytona International Speedway
Richmond International Raceway	Chicagoland Speedway
Miller Motorsports Park [Utah]	Ralph Wilson Stadium (Buffalo Bills)
Sports Authority Field (Denver Broncos)	Primary Children's Medical Center [SLC]
Intermountain Medical Center [Utah]	University of Utah Athletics Department
University of Utah College of Engineering	Energy Solutions Arena (Utah Jazz)
Spring Mobile Ballpark (Salt Lake Bees)	New Orleans Arena (Pelicans)
Talladega Superspeedway	Homestead Miami Speedway
Target Field (MN Twins),	Natural History Museum of Utah

◦ PARTIAL PROJECT LIST / BRANDING:

Chicagoland Speedway	Miller Motorsports Park [Utah]
Natural History Museum of Utah	University of Utah Athletics Department
University of Utah SJ Quinney College of Law	Salt Lake City Downtown Alliance
Salt Lake City Sugar House Streetcar	Phoenix International Raceway
Petzl USA [Utah]	

*Studio Director*

I am responsible for the overall studio operations including analysis and subsequent implementation of operations and management reporting systems, including but not limited to:

Proposals/pricing	Workload allocation/traffic	Insurance – studio/employee
Financial/projections	Project accounting/billing	Employment contracts/benefits
Accounting/job costing	Information technology	Facility management

Robert Anthony Strategic Marketing & Design (2006 ~ 2008)

*Director of Operations/Associate Creative Director*

As *Director of Operations* I was responsible for all aspects of studio management including accounting, general management, personnel, estimates, information technology, etc.

As *Associate Creative Director* I was responsible for concept development and art direction of marketing, advertising and branding materials for various client types.

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PAGE 2

#### Independent Consultant/Freelance Designer (2002 ~ 2006)

Working as a consultant with creative organizations, my primary focus was on operational and infrastructure issues. As a designer, I offered concept development through finished art in print, environmental, identity, packaging and web.

#### KBDA, Santa Monica, California (Formerly Kim Baer Design Associates, 1999 ~ 2001)

*Operations Director/Project Director/Designer*

Reporting to the company Principal, I was responsible for the analysis and subsequent implementation of numerous operations and management reporting systems, client relationships and project management.

- Operations projects included installation of accounting/job costing/estimating software; IT administration/day to day workstation support; Financial and sales projections; Company handbook, employment contracts and benefit restructuring; Streamlined estimating and billing processes.
- As a Project Director I was the primary liaison with real estate agents, architects, interior designer and contractors for purchase and major renovation of a new, free standing building for the studio.
- Established a studio "program" of needs including space planning, worked with the City of Los Angeles on permitting issues, preparing working drawings as needed and then successfully moved the business.
- Additionally, I was responsible for day to day client relationships on individual creative projects when requiring my specific areas of expertise.
- As a designer, I worked on 3D, packaging and environmental projects, preparing fabrication specifications, quotes and working drawings as needed.

#### Maddocks and Company, Los Angeles, California/New York, New York (1998 ~ 1999)

*Director of Operations*

This position included all aspects of general management for two creative offices as well as Maddocks' printing brokerage business. Projects included conversion from the existing accounting system to a new, integrated accounting and job costing software; Standardizing project estimating and cost evaluation; Implementation of project trafficking system; Financial forecasting/projections of three distinct divisions; Initiating and managing banking relationships - negotiation of credit lines, capital and building leases; Maintenance of Web site and e-mail on internal servers; IT management and network installation.

#### Maddocks and Company, Los Angeles, California (1997)

*Design Director*

I started as a designer and moved up through the ranks to this senior design position which, in addition to design responsibilities included client presentations, project estimating and account management; Specifying and purchasing printing, photography and 3D fabricated components; Art direction of photography and illustrations. Project types included packaging, print, environmental and web.

#### Adams Morioka, Inc., Beverly Hills, California (1996)

*Designer/Senior Designer*

My responsibilities included design, production and client presentations of creative projects, as well as managing vendor purchasing, individual client relationships and art direction of creative vendors.

#### Details

Graduate: CalArts, Valencia, California — BFA in Graphic Design

Graduate: PIT, Phoenix, Arizona — Architectural Design and Drafting Specialist

Former Faculty: The Academy of Art University, San Francisco, California

AIGA : Los Angeles - VP Events; San Francisco + Salt Lake City - Treasurer

SEGD : Member

*References available upon request*

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PAGE 3

### Biography

Jim is a graduate of California Institute of the Arts (CalArts) with a BFA in Graphic Design. Upon graduation he joined Adams Morioka in Beverly Hills as a Senior Designer. He later became Design Director and then Director of Operations for Maddocks & Company's Los Angeles and New York offices, implementing new accounting, job costing and time management systems, in addition to supervising all aspects of studio management. At KBDA (formerly Kim Baer Design Associates) as Operations Director he continued developing operations and management reporting systems. With a look towards architecture, Jim received an Associate in Architectural Design from the Phoenix Institute of Technology and has worked on numerous single family and commercial building projects as both designer and project manager.

After 10 years in Los Angeles, Jim re-located to the San Francisco Bay area where Jim's company Speedbump, provided a resource for project-based consultation in multiple areas of design and creative studio operational/management issues for 5 years.

Currently, Jim is the Sr. Project Manager and Studio Director with Infinite Scale Design Group in Salt Lake City, Utah where he manages environmental graphic design/brand integration projects. He is also responsible for day-to-day studio operations, human resources and finances.

Jim has served as Treasurer for both the Salt Lake City and San Francisco Chapters of the AIGA (American Institute of Graphic Arts) and previously served AIGA Los Angeles as Vice President of Events as well as holding a position on their Advisory Board. In addition, Jim taught graphic design courses at The Academy of Art University in San Francisco for over 5 years.

### Other Tidbits

Spent 10 years in the marine industry. This included selling pleasure boats (\$5M/yr) and general management (\$45M/yr, staff of 45) of full service retail marine dealerships.

Accomplished sailor and has earned a USCG Commercial Captain's License running charter boats in Lahaina, Hawaii as well as sailing a 32' boat across the Pacific.

Married (Linda) and has a 7 year old boy – Grady. Was a stay at home dad from the time Grady was 2 months to 2 years – fitting work into nap times and evenings.

Loves all forms of the built environment – has remodeled 3 homes top to bottom performing all aspects of the improvements (except electrical, hate that stuff).