



JAMES GRENDZINSKI

p 860.918.4347
e jamesgrendzinski@gmail.com
w jamesgrendzinski.com

AGENCY EXPERIENCE

Ultimate Nutrition

Feb. '19 – Aug. '19

Art Director

Oversaw creative for one of the oldest and top-selling sports nutrition brands in the health & wellness industry.

- Worked closely with the Chief Marketing Officer to update and re-imagine the brand's overall look and feel across all aspects of marketing without cannibalizing current market shares
- Together with the Digital Marketing Specialist, developed social media and email campaign strategies that dramatically increased brand perception and e-commerce sales
- Managed the creative team through the design processes of packaging design & development, digital marketing, maintaining brand standards and print design & production
- Conceptually developed and creatively executed product packaging for new market segments, new line extensions and new product categories
- Prepared and aided in presentations for upper management and sales teams that secured new business internationally & domestically based on, but not limited to, the creative direction of the brand

Sportika Export

March '13 – Feb. '19

Senior Designer

Lead designer for the largest intl. distributor of the leading sports nutrition brands in the health & wellness industry.

- Creatively interpreted, executed and maintained the brand standards across B2C/B2B online and offline channels for 20 of the top sports nutrition brands to service 150 clients residing in 110 countries
- Designed web banners & site wide promotions to promote synergy across print, catalog, and direct mail channels
- Development of creative design solutions from conceptualization to execution of internal and external brands
- Defined, adapted and maintained the standards of the brands
- Converted complex data into visually appealing infographics and charts to aid the sales and leadership teams
- 360 brand development projects included logos, packaging, websites, POS displays, stationery sets, social media and more
- Other responsibilities: coordination with print & web vendors, proposal writing & estimating and e-commerce management

Worx Branding & Advertising

March '11 – March '13

Designer

Lead creative or collaborator on 25 accounts for an award winning, B2C/B2B branding and advertising agency.

- Created designs from conceptualization to execution while meeting tight deadlines and exceeding expectations
- Worked closely with Creative Director, Account Executives, Technologists and Photographers to determine the most effective strategies while maintaining budgetary constraints
- Brainstormed, prepared and presented new concepts to clients
- Seamlessly translated online campaigns into printed collateral and vice versa
- Aided technology team with slicing and front-end development of website and emails
- Clients included Aetna, Iron Mountain, Pitney Bowes, Crystal Rock Water, Franke Kitchen Systems and Eagle Environments
- Projects included logos and branding elements, web design, marketing collateral, annual reports, direct mail, e-blasts and dimensional mailings

SELECTED FREELANCE

Tara's Beauty Studio

July '10 – Present

- Business card, brochure, web design & development

Kona Coast Massage

April '12 – April '15

- Identity, stationery set, web design & development

EDUCATION

Central Connecticut State University *Sept. '07 – Dec. '10* | B.A. Graphic / Information Design | GPA: 3.5

EXPERTISE & KNOWLEDGE

Web Design & Development, Identity & Branding Design, Package Design & Development, Art Direction, Copywriting, Concept Development, Visual Communication

Adobe Creative Suite, Typographic Prowess, Color Theory, HTML, CSS, Javascript, Actionscript 2.0, Maya, Filemaker, Microsoft Office, MAC & PC OSs

HONORS & ACCOLADES

Awards

- 2015** CADC Gold Award
- 2015** CADC Silver Awards
- 2014** GD USA Am. Package Design Award
- 2013** GD USA Am. Graphic Design Award
- 2012** GD USA Am. Graphic Design Awards
- 2011** CADC Gold Award

Exhibited

- 2012** ConnCreatives.com
- 2011** New Voices Unique Vision Show
- 2011** thedieline.com Student Spotlight

Published

- 2012** Choi's Package 03

REFERENCES

Available Upon Request