



JAMES GRENDZINSKI

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AGENCY EXPERIENCE

Sportika Export *March '13 – Present*
Graphic Designer

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

- Creatively interprets, executes and maintains 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 and site wide promotions to promote synergy across print, catalog, and direct mail channels
- Development of creative design solutions from conceptualization to execution of Sportika's 5 unique brands
- Defines, adapts and maintains the standards of the brands
- Converts complex data into visually appealing infographics and charts to aid the sales and leadership teams
- 360 brand development projects include logos, packaging, websites, POS displays, stationery sets, social media and more

Worx Branding & Advertising *May '11 – March '13*
Designer

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

- Created design solutions 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 front-end development and slicing
- 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

Kona Coast Massage *Apr. '12 – Present*
• Identity, stationery set, web design & development

Renu Vitamins, LLC *Jan. '11 – Jan. '12*
• Identity, stationery set, brochure & packaging

Flying Hammer Forge *Aug. '10 – Aug. '11*
• Identity, business card, web design & development

Tara's Beauty Studio *July '10 – Present*
• Business card, brochure, 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 6, Typographic Prowess, Color Theory, HTML, CSS, Javascript, Actionscript 2.0, Maya, Filemaker, Microsoft Office, MAC & PC OSs

HONORS & ACCOLADES

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
2011 CADC Excellence Awards

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