

# James Moraga

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Art Director/Copywriter hybrid with extensive creative and management experience in advertising, retail packaging, POP, direct-mail/response, identity, collateral, web/interactive, display and trade show graphics. Veteran digital artist versed in all major software packages in search of creative, marketing and communication challenges.

## Professional Experience

### **Creative Director/Consultant, JAMdesigns - Various Agency and Client Accounts**

Greater Los Angeles Area, CA. November '01 - Current

Founded JAMdesigns to service advertising, design and marketing clients retained from career at ADK America. Advertising Agency of Record since 2001 for Pioneer Electronics, Business Solutions Division. Served as creative consultant for various clients throughout Southern California. Responsibilities ranged from creative & copywriting services, to media coordination and print production estimation, printing and fulfillment.

### **Associate Creative Director, ADK America Advertising (A WPP Company)**

Torrance, CA. February '99 - October '01

Initially hired as AD/CW on Fujifilm Data Storage Products account, I was promoted to Associate Creative Director for three divisions (*Digital Cable, Optical Storage, Industrial Display*) of our Pioneer Electronics account. As ACD for Pioneer, I handled account management duties and was creative lead for all of their B2B advertising and marketing efforts. Primary contact for clients in developing product marketing/media strategy, creative and copy for their B2B advertising/communication efforts. Supervised designers, production and AE's on ad development, collateral, POP, web for domestic B2B, reseller, branding and trade show efforts.

### **Freelance Designer, DirecTV**

Torrance, CA. August '98 - December '98

Brief stint at DirecTV developing advertising, FSI, POP, direct mail, inserts and brand identity elements for various co-branded and licensed programming projects.

### **Interactive Producer/Designer, Publicis Technology/Hodskins, Simone & Searls, Inc.**

San Francisco, CA. June '95 - June '98

A mixture of management and creative responsibilities for this full-service ad agency, focusing on Art Direction and Account Management for our clients' interactive and internet-based advertising/marketing efforts. Creative duties entailed website design, UI development, interstitials and banner development. Managed projects between client, creative and back-end development teams; supervising developers, designers and vendors to meet project specifications. Acted as agency contact for clients in; project planning, developing creative strategy briefs, site evaluations, budgeting and scheduling.

Prior to this position, I was the Interactive Producer and an Art Director at Hodskins, Simone & Searls, purchased by Publicis in 1997. The position encompassed all the duties outlined above plus traditional print design and production of consumer, B2B, channel advertising, collateral, direct-mail and display graphics. Supervised, trained and instructed staff of three full-time graphic designers and numerous freelancers in developing ads and collateral projects.

**Packaging Designer, Nestlé Beverage Company**

San Francisco, CA. September '92 - December '94

As member of five person NLEA packaging team, worked to redesign over 2,000 national retail, private label and food service packages to meet government nutritional labeling requirements. Developed Point-of-Sale, FSI, and branding projects and concepting for such high equity brands as Nestlé Quik, Hills Bros. Coffees, Carnation Coffee-mate, MJB Coffees, Nestea, Kern's and Libby's Nectars, and Taster's Choice.

**Assistant Art Director, Ad-Lib Creative Services**

San Francisco, CA. March '92- September '92

Assisted Senior Art Director in development of creative for full-service ad agency with emphasis in print, radio, and television advertisement. Oversaw design and production services for Bank of America account.

**Art Director, Schlage Lock Company**

San Francisco, CA. June '91 - March '92

Art Director in internal art department with emphasis in product packaging, collateral material, product catalogs, point-of-purchase displays, and technical illustration.

**Graphic Designer, Jon Wells Graphic Design**

San Francisco, CA. March '90 - May '91

Graphic design house with emphasis in beverage and product packaging, point-of-purchase materials, capability brochures and corporate identity.

## Relevant Client History

Advanced Micro Devices, Artisoft, Bank of America, BARRA, Bechtel, Carnation Foods, Catholic Charities of Los Angeles, Craic Technologies, DirecTV, Fireman's Fund Insurance Company, Fluke Corp., Fujifilm Data Storage, Hewlett-Packard, Hitachi Internetworking, Informix, James River Corp., JM Perry Corp., Kingston Memory, Microsoft Corp., Motorola Computer Group, Nestlé Beverage Company, Octel Communications Corp., Operon Technologies, Pacific Stock Exchange, Inc., Pioneer Electronics (USA), Inc., Prism Solutions, Inc., Ramp Networks, Sega, Silicon Graphics, Sun Microsystems, Theatrix Interactive, Variety Boys & Girls Club of Los Angeles, Zenith Data Systems.

## Education

UCLA , Los Angeles, California

Extension Writer's Program — April '02 through March '03, Screenwriter's Program

Sarah Lawrence College, Bronxville, New York

Bachelor of Arts Degree — May '88 Fields of emphasis: Music Composition & Arrangement for Film, Graphic Design, Chinese/Japanese Art & Literature, Vocalist.

San Francisco State University, San Francisco, California

Matriculated courses taken through December 1990: Computers in the Arts & Humanities, American Political History.

## Additional Information

Please feel free to visit my web site at [www.jamdesigns.com](http://www.jamdesigns.com) to view online portfolio.