



JAMES PARK

**CREATIVE.
DESIGNER.
PROBLEM SOLVER.**

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HELLO.

As both a Product Designer, Graphic Designer, and Marketing Manager I have approached design and creative thinking from almost every angle. This unique experience allows me to connect people to products and experiences in a different way. Working with a wide range of companies from packaging design, UX, Interiors, architecture, and product design; researching trends and leading hundreds of brainstorming meetings to ultimately deliver on designs and ideas for industry leading clients and companies. With these diverse industries and companies, I apply a variety of creative thinking tools working with and building teams from varied backgrounds, breaking down and rebuilding processes, ultimately inspiring customers and clients.

PROFESSIONAL EXPERIENCE.

2016-

PRESENT

MARKETING MANAGER AND DESIGNER AT JP COMPASS

Compass Studio is a design build company that specializes in high end renovations, providing a custom experience from start to finish.

Worked to create and develop the design department, transforming JP Compass into the premier design build company in NE Ohio. Personally created all branding and digital experiences like website, print material, social, photography, and presentations. Responsible for creating and choosing the interior design process, tools, and programs used for design visualizations and concept presentations.

- Created a custom design process and library of materials, maps, and 3d Objects to give our 3D designs a one of a kind feel.
- Helped create a custom on-line design survey that helped our design team understand our clients design taste without having to ask a question in person.
- Learned how to take architectural photos and videos when our company needed to save money to keep the design department growing.
- Worked closely with architecture, vendors, and subs to keep project cost consistent and on budget.
- Managed and created new brand including all digital and print assets. Created a new website from the ground up using the Wix platform. See at www.compassstudio.com

2014-

2016

PRODUCT DESIGNER - MOEN

Moen creates products designed to help connect people with water.

Created a new design process by introducing 3D CAD to the design team and implementing modern design techniques throughout the studio. Focused on working in team formats that led to creating a new process for design to work with engineering and marketing. Instrumental in helping to push the studio visuals and presentations to deliver the products in new and exciting ways.

- Lead designer for our Lowe's and Home Depot Accounts where I worked with marketing to developed trend and product presentations, worked with engineering to hit manufacturing cost targets, and presented designs to both accounts on multiple occasions
- Helped teach our design team how to use and implement multiple CAD and design programs to raise the deliverables of our studio.
- Worked closely with the engineering team to help build CAD templates that would save the company time and money on the start and finish of projects.

2013-
2014

PRODUCT DESIGNER - TTI FLOORCARE

TTI Floorcare is the parent company for the world renowned brands, Hoover, Dirt Devil, and Oreck floor care.

Responsible for designing and innovating in the floor care category. Created new ideas and visuals for product development all while making sure parts and products could be manufactured and hit cost targets.

- Managed design projects for both Hoover and Dirt Devil.
- Worked closely with Marketing, Engineering, and Graphic departments to make sure every product designed hit the proper targets for each department.
- Created a target cost per component graphic the studio used as a template to visualize cost and part adds, this helped marketing see the complexity of a product without having to understand CAD drawings
- Designed both Hoover and Dirt Devil product displays for big box stores.
- Helped create VBL and Color Strategies for the Hoover product line.

2010-
2013

PRODUCT DESIGNER - BALANCE PRODUCT DEVELOPMENT

- Managed product design and graphic projects for external facing clients and internal projects.
- Designed and managed multiple products that range from consumer electronics to industrial machinery. This included concept sketches, brainstorming, design CAD, renderings, and client meetings.
- Designed multiple graphics elements for products, packaging, branding, websites, and interfaces.
- Involved in product testing and research for consumer products. This included documentation and notes during the research, visual design of the research data, creating user personas, and delivering a final presentation of information to the client.
- Involved in many of the UX design projects at Balance. This includes websites, product interfaces, wire framing, and asset generation for implementation of the concepts.

OTHER EXPERIENCE.

GRAPHIC DESIGN

- I have worked on many graphic design projects for individuals and companies.
- I have created websites, app layouts, and led brand brainstorms providing directions for many of these companies.

EDUCATION.

2010

BACHELOR OF FINE ARTS - INDUSTRIAL DESIGN PROGRAM

Cleveland Institute of Art



TOOLS AND SKILLS.

PROGRAMS

- Photoshop
- Illustrator
- InDesign
- Solidworks
- Pro E
- Keyshot
- Powerpoint
- Procreate
- Chief Architect
- Lumion

GENERAL

- Concept Sketching
- Brainstorm Lead
- Photography
- Trend Research
- Project Budgeting
- Graphic Design
- Presentations
- Videography
- Web Design
- Logo Design