

James Campbell

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Creative Director

208.949.0630 | jamescampbellmedia@gmail.com

Summary

James is a multidisciplinary creative leader with 15+ years of experience in brand design systems, art direction, and campaign execution across a variety of B2B and B2C markets. He's skilled at transforming your strategic visions into compelling visual solutions that elevate your brand presence, drive measurable growth, and align seamlessly with your business goals. His creative experiences make him adept at leading cross-functional teams, mentoring designers, and presenting bold creative concepts with clarity and confidence. He has proven successful in building scalable brand identities, designing UX/UI systems, and delivering integrated campaigns that consistently outperform expectations.

Core Competencies and Achievements

- **Brand Systems & Visual Identity:** Logos, typography, color, core graphic elements, guidelines.
- **Art Direction & Multichannel Campaigns:** Print, digital, events, motion, paid media.
- **UX/UI Design:** Websites, apps, experiential interfaces; Figma + Adobe Creative Suite.
- **Team Leadership & Mentorship:** Peer reviews, coaching, cross-functional collaboration.
- **Client Communication & Presentations:** Translating strategy into written and visual design, stakeholder buy-in.
- **Content & Engagement Strategy:** Driving up to 400% digital engagement increases.
- **3D & Motion Graphics:** Cinema4D, Maya, Blender, After Effects.
- **Agile Workflow & Project Management:** Airtable, Smartsheet, Wrike, Monday.com, Trello.

Experience

Creative Director

Seat Concepts | Caldwell, ID. Jun 2024 - Jun 2025

- Directed brand design and campaign execution across digital, print, and experiential platforms.
- Built scalable brand identities and systems, driving a 300% increase in awareness and 23% sales growth in one year.
- Mentored and managed creative team members, ensuring alignment with evolving brand vision and industry trends.
- Presented and defended creative concepts to leadership and stakeholders with clarity and confidence.

Category Manager of Digital and Loyalty Engagement

Stinker Stores. Inc. | Boise, ID. Dec 2023 - Jun 2024

- Led end-to-end design and art direction for experiences including website, app, loyalty program, signage, and social.
- Developed UX/UI systems for app and loyalty platform, contributing to 25% market penetration in Q1.
- Directed seasonal campaigns and product launches, achieving 400% engagement growth and 30% increase in sales.
- Partnered with vendors and cross-functional teams to deliver cohesive design aligned with brand identity.

Graphic Design Lead

Western Power Sports | Boise, ID. Sep 2020 - Dec 2023

- Evolved brand systems across seven brands, ensuring consistency and relevance across mediums and event activations.
- Achieved a 500% boost in brand awareness and 20% brand performance growth, contributing to acquisition readiness.
- Introduced and directed 3D design and animation initiatives, enhancing brand key art and campaigns.
- Streamlined creative processes, cutting departmental spend by 30% while maintaining project excellence.

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Experience (contd.)

Chief Creative Officer

Blacktshirt.com | Boise, ID. Mar 2016 - Apr 2020

- Oversaw full-spectrum creative direction and branding, from logos and digital systems to campaigns and video.
- Drove 800% revenue growth through integrated B2B/B2C campaigns and refined operational logistics.
- Championed bold brand design systems that delivered 80% new client growth while aligning with strategic objectives.

Owner

JC Media | Boise, ID. Feb 2010 - Present

- Designed and directed tailored brand systems and marketing campaigns for diverse global clients.
- Delivered 40% revenue growth and 80% improvement in client collaboration through strategic design execution.
- Consulted international clients and corporate teams on brand development, UX/UI, and content strategy.

Education

Academy of Art University; San Francisco California
Bachelor of Fine Arts; Animation and Visual Effects
Jun 2010 - Sep 2014

Boise State University; Boise Idaho
Associate of Arts; Graphic Design
Feb 2007 - Jun 2010

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
Figma, Canva, Cinema 4D, Blender
WordPress, Wix, Squarespace,
SmartSheet, Wrike, Monday.com, Trello, Airtable
Google Business, Meta Ads Manager
Mac and PC platforms