



ART DIRECTION & DESIGN

hello@jameslloydnelson.com

EXPERIENCE

AKQA SAN FRANCISCO, CALIFORNIA

Creative Development Intern *August 2011–Present*

Worked on Target.com 2011 Holiday campaign, utilizing Websphere Commerce Suite, TeamSite and MediaBin

Developed Facebook Tabs and Apps for Target.com, Style, and Baby

Built and prototyped Target Style's *On the Dot*, a monthly editorial distributed via Tumblr

ROUGHNECK HARDWARE SAN FRANCISCO, CALIFORNIA

Art Director *August 2010–Present*

Responsible for brand development and direction of seasonal releases

Integrated and created new social media strategies with emerging technologies

Organized and expanded annual tour to new cities

SEVENFOLD SKATEBOARDS BALTIMORE, MARYLAND

Marketing Director *January 2007–January 2011*

Increased the presence of the brand while creating and implementing new marketing strategies

Opened west coast distribution and expanded media to a national scale

Developed and directed new creative concepts, including current logo and website

CONTRIBUTING EDITOR & PHOTOGRAPHER

Typical Culture.com *January 2008–Present*

48 Blocks.com *November 2007–Present*

Lowcard Magazine *October 2006–Present*

Slug Magazine *April 2007–Present*

AWARDS

AAU SPRING SHOW 2011 SAN FRANCISCO, CALIFORNIA

Second Place in Typography *nominated in Motion Graphics*

AAU SPRING SHOW 2009 SAN FRANCISCO, CALIFORNIA

Second Place in Photography *nominated in Imaging. Five pieces exhibited*

EDUCATION

ACADEMY OF ART UNIVERSITY SAN FRANCISCO, CALIFORNIA

School of Web Design & New Media, B.F.A. *September 2007–2011*

SKILLS

ART DIRECTION & VISUAL DESIGN Illustrator, InDesign, Acrobat, FontLab Pro

MOTION & AUDIO DESIGN After Effects, Logic Pro, Soundtrack Pro

WEB & INTERACTIVE DESIGN Coda, Dreamweaver, GIT, SVN, HTML5, CSS3, CMS, Jira, WordPress, Tumblr

PHOTOGRAPHY & RETOUCHING Photoshop, DSLR, Large Format, Medium Format, 35mm