# JAMES LLOYD NELSON
ART DIRECTION & DESIGN

17 DECATUR STREET #7 SAN FRANCISCO, CALIFORNIA 94103
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## EXPERIENCE

### SEVENFOLD SKATEBOARDS, BALTIMORE MARYLAND

**Marketing Director & Team Relations** *January 2008–Present*

Created and implemented new marketing strategies
Helped open west coast distribution
Developed & directed new creative concepts
Maintained communications with team riders

**Media Coordinator** *February 2006–January 2008*

Expanded media to a national scale
Increased the presence of the company to larger audiences
Maintained and developed public relations

### ROUGHNECK HARDWARE, SAN FRANCISCO CALIFORNIA

**Media Coordinator & Designer** *January 2009–Present*

Set up magazine features, radio shows and social networking
Update web site daily to target more return viewers
Translate creative ideas from meetings into new designs
Expanded annual tour to other cities

### FREELANCE DESIGN & DIRECTION, SAN FRANCISCO CALIFORNIA

**Rude Boyz Present** *October 2008–Present*

Created new identity system
Worked side by side with marketing director
Designed all print, web, and MUNI ads for the 2009 Eco Cup
Designed multiple posters and banner ads for other events

### CONTRIBUTING EDITOR & PHOTOGRAPHER,

**Typical Culture.com** *January 2008–Present*
**48blocks.com** *November 2007–Present*
**Lowcard Magazine** *October 2006–Present*
**Slug Magazine** *April 2006–Present*

Write and photograph for select stories, interviews and features

## EDUCATION

### ACADEMY OF ART UNIVERSITY, SAN FRANCISCO CALIFORNIA

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

## AWARDS

### AAU SPRING SHOW 2009, SAN FRANCISCO CALIFORNIA

Second place in Photography and nominated in Imaging. Five pieces exhibited

## PROGRAMS

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| Illustrator | Flash | After Effects | Soundtrack Pro |
| InDesign | Dreamweaver | Final Cut Pro | QuarkXPress |
| Photoshop | Acrobat Pro | Logic Pro | Suitcase |

## SKILLS

Art Direction, Print Design, Typography, Motion Graphics, Web Design, Interactive Media, Printmaking, Book Arts, and Illustration. Able to conceptualize ideas and turn them into deliverables. Takes deadlines seriously and has a strong eye for detail