



Objective

To obtain a position as a Visual Designer where my career experience would be needed to lead a talented marketing or design team.

Summary

- 12 + years of art directing and managing creative
- 12 + years of conceptual development experience
- 12 + years of print design and print production experience
- 12 + years of software user interface (UI, Web, Mobile and Application) design experience
- 10 + years of search engine optimization (SEO) experience
- 10 + Social Networking / Social Media experience

Skills

OS: Mac OS X and PC Windows 8
Applications: Adobe Creative Suite: Illustrator, Photoshop, In-Design, Acrobat, Fireworks, Dreamweaver, Flash, Microsoft Office: Word, PowerPoint, Outlook
Hardware: Mac and PC Platforms

Education

San José State University, San José, CA

B.S. / B.F.A. Graphic Design, May 1999

Ohlone College, Fremont, CA

A.A. with Honors, Fine Arts / Graphic Design, May 1996

Experience

Simpson Strong-Tie, Pleasanton CA

Senior Graphic Designer, 06/2013 - Present

Lead designer for print collateral, catalogs, fliers and trade show assets

- Responsible for leading Fasteners and Anchors (350 + pages) catalog projects
- Developed and updated new brand typography style used in all current catalogs and the new SST web site
- Developed Character, Paragraph and Table Styles for efficiency and consistency to increase production productivity
- Lead and direct contracted production designers
- Developed new color palette for both printed and web site usage

Meyer Sound, Berkeley, CA

Senior UI and Visual Designer, 02/2012 - 12/2012

Lead designer for all digital products

- Responsible for developing a company wide User Centered Design (UCD) process/standard for all digital products
- Assisted the UX team in conducting interviews and research
- Developed flow charts and assisted in white boarding task analysis
- Responsible for developing low and high-fidelity prototypes, sketches and wire-frame click throughs

Experience (cont.)

James Pacheco Visual Communication, Pleasanton, CA

Contract Graphic Designer, 05/1998 – 06/2013

Owner operator / Creative Director of my graphic and web design contracting business specializing in branding identity, website and user interface design, servicing and maintaining several clients in the San Francisco Bay Area.

- Designed and developed “My Exchange,” an internal social networking and file organization system for Gilead Sciences in San Mateo, CA. The purpose of this software build was to give the Lateris marketing team a forum to connect, share and comment on competitive and internal information. Its significant purpose was to provide a file management system to store memos and documents that could be easily searched by key word, date or event. My role: Creative Director and UI Designer.
- Designed and developed “Dr. Track”, a pharmaceutical prescription tracking application used to measure the success of the Gilead Sciences sales force. Visual heat maps were used to identify sale regions. Once the user drilled into the heat map’s secondary level; cities that were serviced would be identified by zip code and that data loaded into a grid for easy analysis. My role: Creative Director, UI designer.
- Name creation: Designed and developed branding Identity for Xoma’s XOOM platform now named ADAPT. The project required understanding how human antibody is used to create pharmaceutical drugs. The first task was to create names for the primary platform and then the supporting secondary platforms. After names were brainstormed I applied visual to each idea to help the client understand the potential of each name concept. After reviewing twenty-four ideas the primary name was selected. The secondary name concepts were driven by the primary name and visual was applied to them as well. Upon project completion, Xoma had a brand that they were certainly proud of. My role: Art Director and Graphic Designer.
- Designed and developed branding Identity for Cyan Optics in Petaluma, CA. Initially, this job started with a simple set of icon designs for a software product. Due to the successful outcome of the icons, Cyan retained my services to brand their company. I then created a selection of 3 design options for the new company branding. After the selection and approval, the new look was implemented across data sheets, brochures, pop-up banners, trade show booths and the UI for the Cyan website. My role: Art Director, Web and UI Designer.

Ohlone College, Fremont, CA

Adjunct Graphic Design Instructor, 01/2003 - Present

Instructor of beginning, intermediate, advanced graphic design and typography classes

- Responsible for managing and teaching four sections of graphic design simultaneously in the same class room
- Lead and manage weekly critiques and monthly final critiques
- Responsible for providing assignments and teaching Adobe Creative Suite, “Classroom In A Book” (Illustrator, Photoshop and InDesign) to all graphic design students

Decision Design Corporation, Pleasanton, CA

Art Director and UI Designer, 07/2000 - 02/2009

Art directed all software user interface, mobile applications, websites, trade show booths and print projects from concept to completion.

- Lead creative on Deluxe Media logistics system. The purpose of the system was to have a custom internal tracking and logistics system in-house, streamlined to Deluxe’s client needs. The company look and feel was taken from a print environment and streamlined into a practical UI design using design tools such as Adobe Photoshop and Illustrator that complemented the Deluxe brand and made the user experience comfortable by recognizing familiar branding elements the employees were used too. My role: Art director and UI Designer.



Experience (cont.)

- Lead Creative on Calix Networks web site. Worked with the VP of Marketing to come up with fresh ideas to impress and educate the Telecom industry. Once the conceptual development was approved I then implemented the concepts into a simple and elegant UI web experience using Adobe Fireworks and Dreamweaver. This concept was in direct relation with the Calix Product ease of use requirement. My role: Art Director and UI Designer.
- Lead Creative UI Designer on Sanofi-Aventis Digital Dashboard. Sanofi Synthelabo, a global pharmaceutical company with nearly 5,000 employees was heading into a merger with Aventis, another global pharmaceutical company, with nearly 10,000 employees. The HR manager faced the daunting task of compiling all the relevant data for figuring out staffing plans for the merger, such as tenure by department, performance review ratings, salary budgets and diversity metrics. Decision Design proposed, coded and implemented a system that integrated all the relevant information into a single viewable portal. The browser based system allowed the HR management team to visually drill down on specific data and add data modules to the portal page as activities expanded. My role: Art Director and UI Designer.

Paige Warner Communications, San Ramon, CA

Senior Graphic Designer, 10/1999 - 07/2000

- Responsible for conceptual development and team brain storm sessions
- Created all print collateral such as annual reports, company overviews, trade show booths, data sheets and brochures
- Lead creative on all web site and UI projects from concept to completion
- Responsible for project management and client time lines

Awards + Scholarships

SUPERCOMM 2004
Chicago, IL
Trade Show Booth (Calix Networks)
Best of Show (10' x 10' category)

1996 Student Design Show
Ohlone College, Fremont, CA
Best of Show and Scholarship

1995 Student Design Show
Ohlone College, Fremont, CA
Best of Show

References + Portfolio

Available at jpviscom.com

Contact

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