



James Andrew Lytle

CONTACT INFORMATION

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SKILLS OVERVIEW

ART DIRECTION & DESIGN

I love taking an innovative approach to problem solving and strive to create ideas initially unimagined, while pointing out needs along the way that may not have been realized. My goal is to not only make media easily relatable and compelling, but also practical and innovative. I'll take the 'big picture' view on projects for a 'big picture' market. I am proficient in every step of the workflow from conceptualization to delivery.

VIDEO

Producing, writing, and directing personal or professional stories have always been my passion. I create promotional videos, short films, and documentaries.

PRINT

I create graphics in your hands through various print mediums. This includes (but not limited to) full page ads, logos, promotional brochures, and DVD packaging. My clients are often pleasantly surprised by the detail and creativity that sets their print elements apart from their competition.

SKILLS

Art Direction	After Effects
Video Direction	Lightroom
Interface Design	Final Cut Pro
Design Standards	Motion
Identity Branding	Color
Graphic Design	Soundtrack Pro
Photoshop	Flash / Actionscript
Illustrator	HTML / CSS
InDesign	Alias / Blender
Adobe Acrobat Pro	Mac & PC
Premiere	Plus More

WORK STATEMENT • Bringing research based art direction to competitive markets that strives on clean, compelling story-telling

EDUCATION • Bachelor of Science Industrial Design
Georgia Institute of Technology, Atlanta Ga.
Graduated in December of 2005

WORK EXPERIENCE • Georgia Right to Life. 2008-Present
Produced video and national email campaign to promote personhood and raise funds for national ad campaign.

iVideosongs.com. 2007-2008
Motion Graphics, Graphic Design. Create intros to artist videos and develop graphical company presence various web outlets and Apple's iTunes music store.

Ministry Ventures. 2007-2008
Marketing. Led various print, video, and web productions promoting their ministry products and conferences.

Soteria Productions. 2006
Print / Web Designer. Promotional Brochure and web presence created for Atlanta video production company.

Piacere. 2005
Co-directed a documentary film shot in Gorizia, Italy.

Sovereign Grace Church. 2005-Present
Media Director. Lead video and graphics ministry at my church. Oversee design and production with ongoing print and video projects.

Premier Logic, LCC. 2004
Software Interface Design, Led marketing efforts in flash and video development.