

JAMES L. JENKS

Artist, Designer, & Developer in Training

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WORK EXPERIENCE

Capital Area District Libraries | Lansing, MI Graphic Artist | March 2019–Present

Manage projects and produce high-quality digital and print graphics for the administration's marketing department and 13 library branches.

- Design and facilitate the annual production of five quarterly event guides (6–16 pages) and one annual report publication (36–40 pages) with system-wide distribution of 5,000–10,000 copies each.
- Conceptualize and design web ad campaign graphics to promote programs, events, and services through broadcast television stations.
- Redesigned the visual interface for CADL's mobile application.
- Designed Student Success Card visual identity with distribution of 40,000 library cards to serve local community schools.

Marshall Music Company | Lansing, MI Graphic Design & Digital Media | 2014–2019 Marketing Committee Member | 2014–2019 Web Design & Development Team Lead | 2015 Band & Orchestra Retail Sales Associate | 2011–2013

Fulfilled the design, photography, video, and graphics project management needs for seven company locations while executing the business's marketing strategies.

- Led a team of internal managers and employees through the design and development process to complete a company website redesign.
- Created hand-rendered and digitally enhanced illustrations to wrap a fleet of five company vehicles for band and orchestra recruiters.
- Collaborated with band instrument repair trade professionals to produce a 32-page manual for school music directors.

Freelance Designer | Okemos, MI Freelance Art Direction & Design | 2014–Present

Freelance design work for private clients and public entities, including trade show displays, websites, posters, album artwork, and wedding invitations.

SKILLS

Brand Management: Logos, visual identities, brand compliance, guidelines

Technical: Drawing, drafting, typography, digital illustration, vectors, icons, graphs, infographics, posters, flyers, brochures, photography, photo manipulation, video and postproduction, audio editing, form creation and database management, PDF templates, print file preparation

UX/Visual Design: Front-end design, visual interface design, responsive web design, user personas, user story maps, user flow diagrams, low and high-fidelity wireframes, information architecture

Social Media Marketing: Manage content and monitor analytics for Facebook and Google ad campaigns

Communication: Group collaboration, copywriting, editing, blogging

PROFESSIONAL DEVELOPMENT

AIGA Detroit Member | 2019–Present

2020 Adobe MAX Creativity Conference | Virtual

2019 Library Marketing and Communications Conference (LMCC) | St. Louis, MO

2019 National Association of Music Merchants Conference (NAMM) | Anaheim, CA

EDUCATION

Michigan State University | East Lansing, MI Bachelor of Fine Arts, Graphic Design

Attended: 2010–2014, Graduated with Honors: May 2014

Lawrence Tech. University | Southfield, MI

Completed 75 credits toward a Bachelor of Science in Architecture
Attended: 2006–2008, Transferred: Spring 2009

CERTIFICATIONS

Michigan State University | East Lansing, MI MSU Coding Boot Camp, Full-Stack Web Development (Course in Progress)

Enrolled: March 2021, Expected Graduation: September 2021

Lansing Community College | Lansing, MI Certificate of Completion, Musicianship Studies

Attended: 2009–2010, Graduated: 2010

AWARDS & ACHIEVEMENTS

2021 Gold ADDY Award

American Advertising Federation (AAF) and the Mid-Michigan Creative Alliance

Earned gold in the category of Integrated Branded Content Campaigns for the Read Woke Challenge initiative at CADL, in competition with 200 area submissions.

2020 PR Xchange Awards Competition Library Leadership and Management Association (LLAMA) and American Library Association (ALA)

Earned four first-place awards out of five categories in competition with 270 entries for best PR materials, based on content, originality, and design.

2019 State Librarian's Excellence Award Library of Michigan Foundation

Designed 2018 Annual Report publication highlighting CADL's achievements to help position the organization to win the state award.

CADL Director's Award | May 2019 Capital Area District Libraries

Earned the organization's monthly award, presented in recognition of outstanding work performance.

MSU UURAF Forum | 2013

Presented a poster at the University Undergraduate Research and Arts Forum discussing the field of Interaction Design and its impact on the future development of educational apps for children.

MSU Undergraduate Show | 2012, 2013

Artwork selected for Spring 2012 and Spring 2013 juried shows.

Study Abroad Trip to Italy | Summer 2008

A two-week international study abroad program through Lawrence Tech. University.

SOFTWARE & CMS

Adobe Creative Suite

Illustrator, Photoshop, InDesign, XD, Bridge, Premiere Pro, After Effects, Acrobat Pro

Microsoft Office

Office 365, Teams, Outlook, Word, Publisher, PowerPoint, Excel

WordPress | AutoCAD | Trello