

JIM FARMER

Portfolio: spongemountain.com
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WORK HISTORY

Graphic Designer: November 2004 - Present (6+ years)
Connelly Waterskis / CWB Wake Board Co.

EDUCATION

BFA Painting and Drawing 1996
Honors: Advanced Painting Studio Program 1996
The School of the Art Institute of Chicago

SOFTWARE

Illustrator
Photoshop
In Design (working knowledge)
Strata Studio 3D
MS Word

FREELANCE

MasterCraft Boat Wrap Design
Jakks Pacific Toy Company: Poster Illustration
Artifact Puzzles: Puzzle Piece Illustration
Onyx Software: Ad Illustration
Four Seasons Design: Shirt Illustrations

ILLUSTRATION

Illustrated pro model signature boards after gathering input from professional wake team.
Illustrated 2-D conceptual drawings for tubes and bindings.
Created illustrations for shirts and life jackets.

PRINT

Created art, logos and type treatments for wakeboards, bindings, wake skates, wake surfers, skis, vests, tubes, kneeboards and apparel.
Designed and prepared art for advertisements, instructional pamphlets and POP stickers.
Designed art packaging for tubes, ski bindings, and ski accessory boxes.
Built 28 box templates for tube line.

COMMUNICATION SKILLS

Communicated with product managers, art director and professional wake and ski teams, to decide product branding.
Collaborated often to offer suggestions and receive input regarding design comps.
Presented final design sheets to clients and product managers.

RESEARCH

Researched market trends in action sport, music and fashion industries.
Focused on keeping hard / soft good packages consistent with brand image.

PRODUCTION WORK

Trapped and layered art files for screening.
Created spec sheets using pantone colors and fabric material call-outs for off shore printers.
Created clipping paths and color corrected photos for promotional materials.
Measured product panels and created corresponding digital templates for accurate graphic sizing.
Balanced multiple projects in order to make deadlines.