

Resumé

James J. Herrmann
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Professional Experience

May 1989–present

Freelance Art Director

1998–present Rochester, NY

1994–1997 Boston, MA

1989–1993 New York, NY

I design a wide range of promotional materials, including seasonal catalogs, ads, point-of-purchase displays, sale kits posters, and web sites, from conception to completion. Also purchase printing and review all press proofs, as required by client. I provide art direction to designers in various locations, including Key West, Florida and Budapest, Hungary.

A partial list of past and present clients includes Advanced Glass Industries; Grand Circle Travel; Grolier Publishing; HarperCollins; Henry Holt; International Step by Step Association; The Junior League of Rochester; Little, Brown and Company; Morgan Stanley Company; Mount Gay Rum; Orchard Books; Penguin USA; Premiere Racing, Inc.; Secret Passage Press; Simon and Schuster; William Morrow & Company.

November 1988–May 1989

Art Director of Advertising and Promotion

William Morrow & Company, New York, NY

Responsible for conception and design of all trade and direct mail promotion materials, including seasonal catalogs, point-of-purchase displays, sale kits and posters. Supervised one design assistant and freelance designers.

May 1987–November 1988

Graphic Designer of Advertising and Promotion

William Morrow & Company, New York, NY

Responsible for conception and design of trade and direct mail promotion materials including brochures, posters and print advertisements.

Education

Bachelor of Fine Arts, Communication Design

University at Buffalo, NY — June 1986

Bachelor of Fine Arts, Painting

University at Buffalo, NY— June 1986

Volunteer

Current volunteer activities:

President, Board of Directors of Brighton Junior Barons, Brighton, NY,

Coach, RiverFlow Soccer, Rochester, NY

Coach, Baseball, Brighton, NY, Member of the Board of Directors of Brighton Baseball

Teacher, Religious Education, Our Lady Queen of Peace Parish



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View my portfolio online:

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