

## Profile

Internationally shown designer and creative director, recognized for combining creativity with practical implementation. Consummate professional, melding artistic and business skills to establish and maintain excellent account relationships. Adept at analyzing business and design needs and developing persuasive print and online marketing campaigns. Provide the strategic direction, leadership, communication skills, and technical knowledge to guide artistic and design projects from concept through completion.

Successfully leverage technology to deliver artistic message in challenging start-up and high-growth situations. Manage diverse projects that greatly enhance public relations and marketing efforts within design, retail, architectural, art, and manufacturing environments. Coordinate diversified and multi-talented design teams, leading by example and providing focus, guidance, and direction.

## Technical / Artistic Skills

<http://www.jamesherman.biz>

- Product Innovation
- Photoshop, Illustrator, Quark
- Macintosh OS, Windows
- MS Word, Excel, PowerPoint
- Architectural Rendering
- Watercolors
- Oil Painting
- Model Building
- Color Concepts
- Technical Drawing

## Career Highlights

- Developed high-level Web site design projects that brought in \$10 million in development fees. Created static design composites for clients and provided direction for design team in creating B2B and B2C Web sites. Oversaw branding (logos, taglines, mission statements) and content development, developed story for Flash presentation, and established design / content framework to ensure online success.
- Effectively art directed web accounts valued at \$250,000 to \$3 million annually. Developed creative methodology and provided artistic direction at Joint Application Development and Design meetings.
- Designed, developed, and patented the “Champagne Stool,” which became a profitable product after appearing in *The New York Times*. The stool continues to garner publicity for places like the “Bubble Lounge,” New York City’s first Champagne bar.
- Granted a royalty-free license for Domaine Chandon Logo for use on the “Champagne Stool” and won coveted “Architects in Design” competition at the New York Design Center. Design featured in the “Home Section” of *The New York Times*.

# James Herman

## Career Highlights (continued...)

- Led team that was awarded **First Place** in an international competition for the renovation of the Academy of Science in Berlin, under distinguished architect Robert A.M. Stern.
- Created watercolor illustrations with artist Malcolm Morley. Illustrations were submitted to Whitechapel Gallery in London and auctioned for around \$50,000 each.
- Commissioned by Chremayeff & Geismar (graphic design firm) to create color concepts for a group of 100-foot murals, on display at the corporate headquarters of the Philip Morris Companies.
- Conceptualized and designed several suites of inlay furniture based on historic styles for *Hudson River Inlay*, and gained invaluable publicity through a feature in *Furniture Today*.
- Created watercolor illustrations for *Home Depot Kitchen and Bath Magazine*, Fall 1996 (circulation 1 million). Lessened photographic dominance of publication, creating a more aesthetically pleasing affect for selected products.
- Developed, designed, and built translucent room dividers for Sam Newhouse (*Condé Nast*) and Kirk Varnedoe (chief curator of painting and sculpture at Museum of Modern Art).
- Conceived and implemented slide and lecture presentation, "Inside Color: Physics to Metaphysics" for M. Grumbacher, Inc. Led a successful three-year, nationwide tour, customizing and presenting show to promote products. Targets included universities, art museums, art groups, distributors, and retailers.
- Developed the first line of bristle brushes to be imported from China. Served as technical consultant on behalf of Grumbacher and project manager in residence. Brushes are still in production.
- Won **National Design Award** for product packaging of Fabric Screen-Printing Kit while at Hunt Manufacturing.

## Professional Experience

**NO MOORE DESIGN** - New York, NY  
Creative Director, 1983 to Present

Oversee projects and product development for design / art enterprise that produces furniture, design and fine art. Company uses familiar products and forms to create unexpected objects that delight the eye and stimulate the mind. Projects undertaken include architectural rendering, furniture design, furniture building, and two and three-dimensional art.

Manage the company to ensure steady growth and profitability. Wholly responsible for business operations, staffing, account development, establishing subcontractor and supplier network, strategic planning, fiscal oversight, and project management. Assess client needs and manage project lifecycle.

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## Professional Experience

*(continued...)*

**M. GRUMBACHER, INC.** - New York, NY

**Technical Consultant / Lecturer, 1979 to 1983**

Developed and presented national workshops for art materials manufacturer, which contributed to a 15% sales increase.

**HUNT MANUFACTURING COMPANY** - Philadelphia, PA

**Product Manager - Art Materials Division, 1976 to 1978**

**Art Consultant - Art Materials Division, 1976 to 1978**

Directed redesign and repackaging of over 20 products for \$25 million division of an art materials and office product manufacturer. Designed award-winning product packaging for Fabric Screen-Printing kit, which achieved three times the revenue than previous print products. Kit still in production and actively marketed today.

## Education

**UNIVERSITY OF OREGON** - Eugene, OR

**Master of Fine Arts - Painting, 1972**

- Awarded Graduate Teaching Assistantship

**SOUTHWEST MISSOURI STATE UNIVERSITY** - Springfield, MO

**Bachelor of Fine Arts - Painting / Art History, 1970**

**PRATT INSTITUTE** - New York, NY

**Macintosh Competency Class, 1996**

- Illustrator, Photoshop, and Quark

**ETENSITY CORPORATION** - Vienna, VA

**Design Track Training Course Certificate, 2000**

- Image Ready, Fireworks, Freehand, Photoshop, and HTML

**UNITED DIGITAL ARTISTS** - New York, NY

**Interactive Design and Web Design, 2000**

## Web Site

<http://www.jamesherman.biz>