



Art Director : Creative Leader : Graphic Designer

Ja Barkley

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SITE

www.janotjay.com

Profile

Hands-on, experienced artist with a keen eye for detail, passion and creativity to make the ordinary extraordinary, to create high impact advertising, engaging point of purchase displays, and persuasive product packaging. Thrives in an organized, challenging and rewarding environment. Recognized for:

- Producing breakthrough creative, from concept to completion, that is on target and gets results.
- Creating and managing brand identities, both global and local, across multiple mediums and markets.
- Long hours, commitment to customers, professionalism, follow-up, and attention to detail.

Experience

DESIGN MANAGER, GREENWORKS TOOLS — 2016 - PRESENT

SENIOR DESIGNER, GREENWORKS TOOLS — 2014 - 2016

Brands: Greenworks, Kobalt, Craftsman, Snapper, Briggs & Stratton, Yardworks, Lowes, Sears, Kmart, Target, Walmart, Sam's Club, Canadian Tire, Tractor Supply Co., Northern Tool + Equipment, Jumbo, OBI, et al.

Developing, designing, and enforcing brand standards for the GreenWorks line of outdoor power equipment. Responsible for packaging and POP signage graphics for new and updated products. Coordinates with graphics manager, product managers, marketing team, and designers to define and develop packaging and POP concepts. Supporting the sales team including presentation graphics, product packaging and display designs and renderings. Also collaborates with design team in China. Designs multi-lingual packaging layouts for both North American and European Markets. Assists industrial designers to define and develop product design, decals, and graphics. Responsible for maintaining creative assets including logos, photography, die guides, and copy. Directing and shooting photography for product shots, including heroes, feature callouts, and in-use images. Responsible for the annual trade shows booth designs and graphics as well as the annual full product line catalog.

Notable Milestones;

- Launch of the 60V Greenworks Pro line of outdoor power equipment at Lowes retail stores.
- Launch of the 60V Lithium-Ion platform for the Snapper brand of outdoor power equipment.
- Launch of the GreenWorks PRO and GreenWorks Commercial sub-brands into the outdoor power equipment market.
- Introduction of the GreenWorks brand into both Target and Walmart retail stores
- 50+ page annual full product line GreenWorks catalogs.
- 600 sq. ft. NHS Trade Show booth and 1,500 sq. ft. GIE+EXPO Trade Show booth designs.

CO-FOUNDER / CREATIVE DIRECTOR, GET BRANDED — 2010 - 2011

Designed and developed e-commerce site. Designed marketing materials including trade show graphics, advertisements, vehicle graphics and business cards. Designed custom graphic packages for each customer order. Provided creative direction and supervised designers. Supervised printing and managed shipping of products. Managed and maintained creative asset library. Provided customer service by telephone and online.

ART DIRECTOR, TORQUE CREATIVE — 2008 - 2010

SENIOR DESIGNER, TORQUE CREATIVE — 2005 - 2008

DESIGNER, TORQUE CREATIVE — 2003 - 2005

Brands: RIDGID, Ryobi, Milwaukee, Craftsman, Baja Motorsports, Home Depot, Lowes, Sears, Kmart, Husky, Toro, Homelite, Dirt Devil, Hoover, Vax, AEG, et al.

Developed, designed, and enforced brand standards for the RIDGID line of power tools. Responsible for packaging and POP signage graphics for new and updated products. Coordinated with product managers, the marketing department, coordinators and designers to define and develop packaging and POP concepts. Assisted industrial designers to define and develop product design, decals, and graphics. Responsible for maintaining creative assets including logos, photography, die guides, and copy. Directed photography to setup product shots, including heroes, feature callouts, and in-use images.



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Experience (cont.)

Conferred with structural designers for packaging and display die guides and full size mockups. Communicated with purchasing department to coordinate vendors, source substrates, and approve proof quality. Discussed with safety department safe and proper use of products to be shown in photography. Met with legal department to check marketing claims, warranty copy, and trademarks.

Additionally responsible for the annual trade shows booth designs and graphics as well as the annual full product line catalog. Also responsible for developing creative strategies, marketing presentations, coordinating outside agencies, communicating with vendors and collaborating with designers.

Notable Milestones;

- Launch of the RIDGID brand into the power tool market. Product lines included corded and cordless power tools, bench-top and stationary tools, accessories, pneumatic tools and compressors, tile saws, and generators.
- Launch of the Ryobi ONE+, and Craftsman C3 line of cordless power tools.
- 30+ page annual full product line RIDGID catalogs.
- 48,000+ sq. ft. annual NAHB International Builders Show booth designs; Two story structure, floor plan and graphics.
- RIDGID radio launch exceeded sales expectations due in large part to outstanding packaging and POP.
- Retail identity, store layout and decor designed for Baja Motorsports.

FREELANCE DESIGN — 2002 - PRESENT

Clients: Greenville County Museum of Art (GCMA), SC School of the Arts; Anderson University, 2 Stroke Smoke Racing, RIDGID, Ryobi, Craftsman, GreenWorks, Gardman USA, Meals on Wheels, Greater Anderson Musical Arts Consortium (GAMAC), McConnell Hall Outfitters, Rhino Outdoors, Flow Dry, The Fox Pub, Spartan Chemical, et al.

Branding; logo designs and identity packages from concept to implementation. Marketing; trade show graphics, catalogs, brochures, business cards, mock-ups and renderings. Advertising; billboards, magazine ads, newspaper ads, flyers and tickets. Point-of-purchase; in-store displays, stackouts, endcap displays, product signage and planograms. Packaging; concepts, prototypes, structure and graphic design. Product; concepts, prototypes, industrial design and graphics

Education

Associate in Arts degree with a concentration in graphic design with honors from Greenville Technical College with additional courses of study in fine arts, business, computer information systems, and communications

Skills / Proficiencies

- Adobe Creative Suite; InDesign, Illustrator, Photoshop
- 3D Modeling; SketchUp, Blender
- 3D Rendering; KeyShot
- Apple iWork; Pages, Numbers, Keynote
- Microsoft Office; Word, Excel, Powerpoint
- Adobe Acrobat Pro
- Photography & Illustration
- Efficiency improvements
- Planning & scheduling
- Problem solving
- Written & verbal communication

Referrals

Available upon request