

James von Lutzow

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**Creative • Self Starter • Fast Learner • Positive Attitude
Print Design • Web Design • Product Design • Branding**

Experience:

Fine art background in drawing and photography. Over 12 years of experience as a graphic designer with a focus on print and web design as well as brand and product development. I can lead a creative team, work collaboratively or work individually on projects.

Visit www.vonlutzow.com for examples of my work.

- 1/2010 - Present **Sudden Impact Partners (SIP) - Art Director & Brand Manager**
I created three new beverages for SIP's high-profile clients, the details of those brands are under non-disclosure. I made all packaging materials and web sites, car wraps, posters and stickers for them as well. We are continuing to develop the Olé Brand which I created in 2007 for Sudden Impact.
- 8/2007 - 1/2010 **Accelerated Beverages - Art Director & Brand Manager**
I created ENZO Energy Drink from concept to the shelf, including all of the support materials for the brand such as the can design, the car wraps, the web site and the POS materials. I also designed concept artwork and a presentation that secured for the company the official license to produce and distribute Carroll Shelby's beverage line. Carroll Shelby is the famous race car driver and auto manufacturer that created the legendary AC Cobra® from the '60s and the Shelby™ Mustangs with Ford.
- 1/2004 - 8/2007 **Sudden Impact Partners (SIP) - Art Director & Brand Manager**
I developed three brands for SIP by adapting existing artwork from other artists, refining the packaging and marketing materials. I also created Olé Energy drink which was designed to be the "Red Bull Killer". Olé had a successful launch in Arizona and Southern California.
- 3/1999 - 1/2004 **Pocket Directory - Art Director, Pre-press & Web Design**
The Pocket Traveller was a full-color semi-annual publication that had more than 160 pages of articles, tourist info and ads for the high dollar shopping market in Scottsdale, AZ. I worked with the companies that were advertising with us to create all of the content and layout for ads that accurately represented their businesses. I designed e-commerce web sites for many of these clients as well, giving these boutique shop owners an opportunity to sell online for the first time.

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Software:

Adobe Photoshop: Photo Editing, Web Design, Banner Ads, Virtual Painting.

Adobe Illustrator: Vector Graphics, Logo Design, Flyers, Business cards, Printed Banners, Billboards, Car Wraps, Product Labels, Technical drawings.

Adobe After Effects: Video Editing & Compositing, Including "Green Screening".

Adobe Dreamweaver: Web Design, HTML and CSS coding, FTP File Management.

Adobe Flash: Animated Web Banners, Interactive Web Applications.

Adobe Indesign: Professional Desktop Publishing, Page Layout, Multi-page Presentations.

Maxon Cinema 4d: 3d Modeling, Product Prototyping, 3d Rendering.

Pixologic Zbrush: Virtual 3d Clay Modeling, Ultra High Resolution 3d Meshes.

Apple Final Cut Pro: Video Editing, Video Presentations, DVD Creation, Web Video

Web Technologies:

programming languages that I use as well.

HTML: The standard language for creating web pages.

CSS: This language controls layout and visual presentation of web pages.

Javascript & PHP: Adds interaction, animation and dynamic properties to web pages. While I am not proficient enough with these languages to write code from scratch, I can read and edit code to make it work on web sites.

SEO, CMS and Social Networking: These Technologies ensure a rounded experience online and provide increased traffic to web sites.

References:

Scott Ebert: 480-298-5374 - *Managing Partner*, E+I Architects

Larry Clark: 310-550-5750 - *President & CEO*, Aragon Holdings

Rich Lewandowski - 480-242-2270 - *Partner*, SoftballHitting.com