



a: 17927 Nixon Court Northwest
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e: jkegley13@gmail.com

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KEY STATS

years: work experience

1: James Kegley Design

08/2018–present

- Started my own freelance business, after being laid off. Currently, doing book projects for my previous company. Also doing marketing and branding projects for various small businesses.

12: Quarto Publishing

04/2006–08/2018

- Art director for book design & layout. Recruited and hired freelancers to create book covers, images, and page designs
- Graphic Designer for Sales & Marketing. Created posters, mailers, web ads, catalogs, and marketing materials for the domestic & international sales force
- Consistently produced books that were bestsellers within their genre.

3: St. Paul Pioneer Press

09/2002–11/2005

- Ad Processing Specialist for a daily newspaper. Quality control for files coming from outside agencies, Mediator between the ad designers and advertising salesmen and women
- Developed strong communication skills. Called on to translate design jargon and problems into information a salesperson could use to resolve an issue

1: Press Publications

07/2001–09/2002

- Graphic Designer for a weekly newspaper.
- First design job out of college. Learned real-world tools and skills about the programs, typography, composition, hierarchy, file management, time management, and fulfilling customer demands

education:

• College of Visual Arts

St. Paul, Minnesota
Graduated 2000
Bachelor of Fine Arts

top job skills:

- creative design
- art direction
- design management
- print production
- talent recruitment

additional job skills

- photo shoot direction
- branding guidelines
- web design

hard skills

- InDesign
- Photoshop
- Illustrator

soft skills

- time management
- collaborative
- teachable

miscellaneous

- draw
- paint
- cribbage

As an art director, James can handle multiple demanding schedules and make it look easy. He brings his tech savvy and a fabulous eye for design to each project he works on. He would make a fantastic addition to any creative team!

—Laura Drew, Creative Director at Quarto Publishing Group: Mpls



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ULTIMATE STAR GUITARS: EXPANDED EDITION

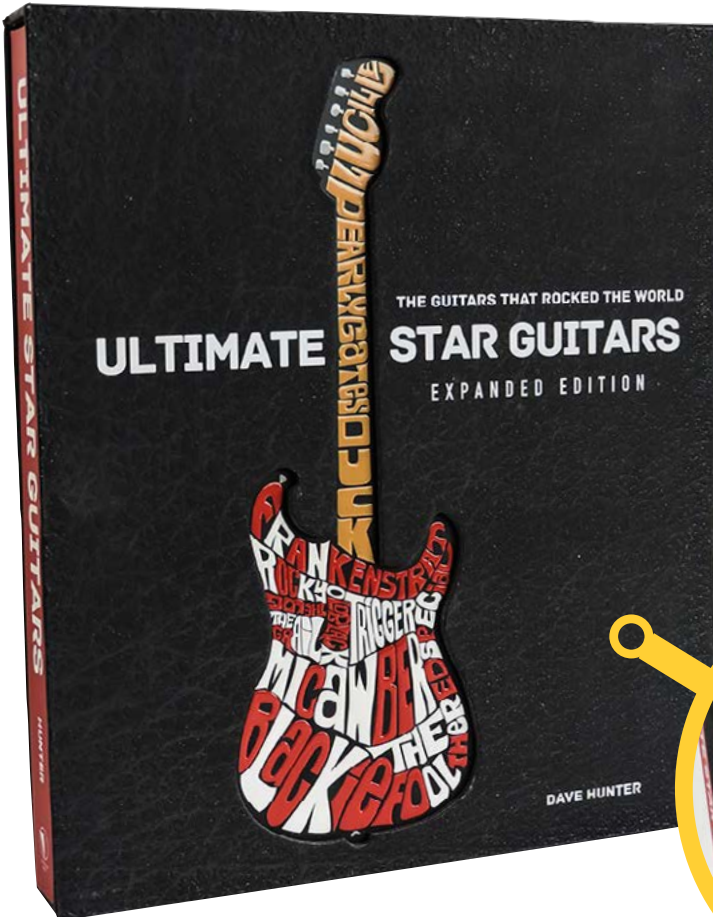
MY ROLE: Art Director, Designer & Illustrator

The project was to create an attractive package for a book that is a mash-up of four previously published books.

We wanted the cover that emphasized the wide variety of guitars and musicians inside the book, but was still clean and easy to read. I first created the word art design to be the book title, however it wasn't legible enough so I changed it to the various names of famous guitars and colored it to mimic Eddie Van Halen's "Frankenstrat."

We added a slipcase that is textured to feel like the outside of a guitar case and includes a guitar shaped die-cut.

The art was then embossed into the paperback cover and given a heavy gloss to really make it pop!





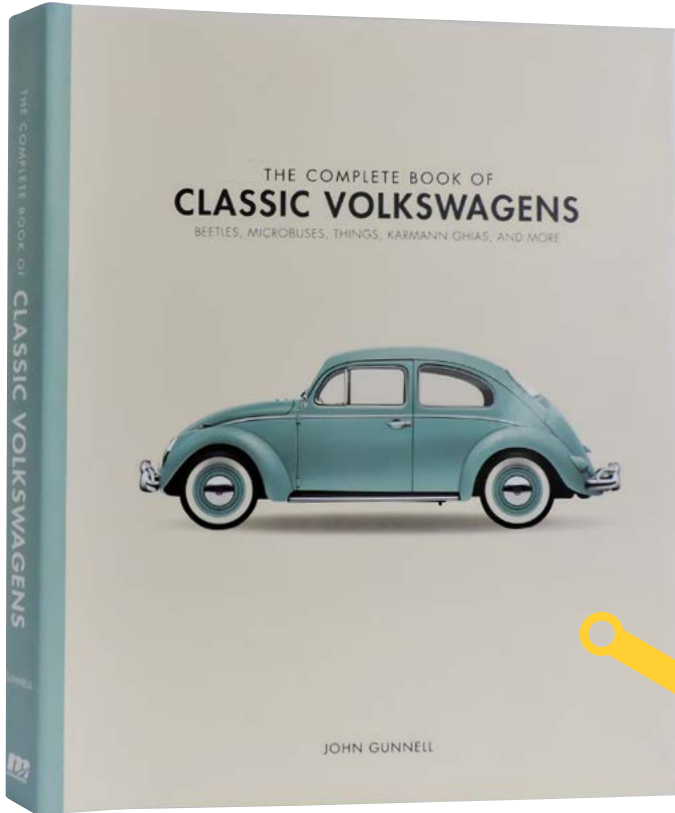
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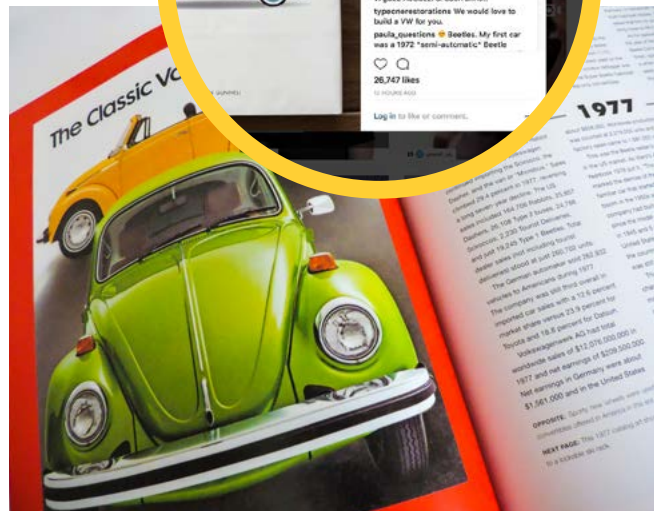
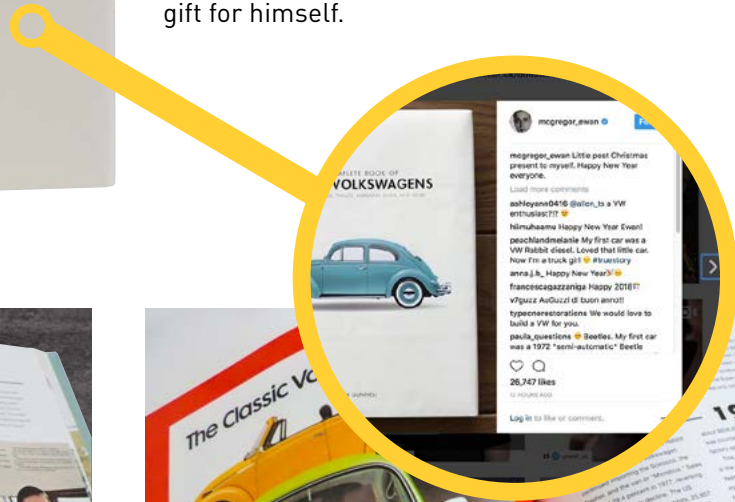
THE COMPLETE BOOK OF CLASSIC VOLKSWAGENS

MY ROLE: Art Director & Designer

The idea behind this design was to take the classic Volkswagen ad design and make it work for a 272 page book. Using the 3-column design of the original ads as a starting point I set up space for the beautiful and fun VW advertisements to shine and help tell the VW story.

The concept for the cover was to make it as simple and clean as the design of the VW bug. We utilized some fun art from the illustrator Ed Jackson.

I am very proud of this book and that it was well reviewed, we were able to sell it into the gift shop at the Walker Art Museum in Minneapolis, MN, as well as, entice Obi-Wan Kenobi to pick up a late Christmas gift for himself.



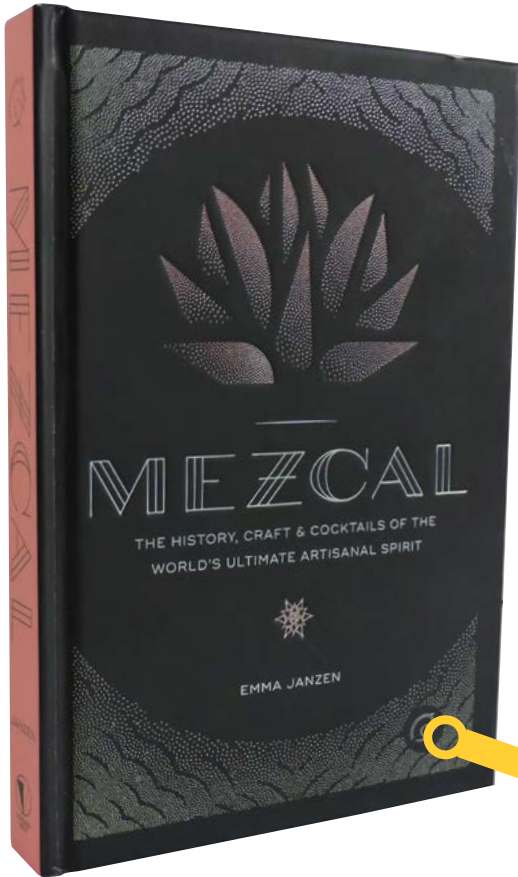


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MEZCAL

NOMINATED FOR A 2018 JAMES BEARD
FOUNDATION AWARD IN BEVERAGES!

MY ROLE: Art Director

A beautiful cover design by Studio Mpls; printed with spot iridescent on soft touch, matte black make this book feel like a special treasure.

Inside the book, you can almost feel the dirt, dust, and heat of the agave roast. The texture-filled photography lets the readers transition beautifully from the artisanal, Mexican breweries to inside trendy American bars. The page design pays respect to the Mexican heritage of the spirit with colors and icons, while also being modern and clean.





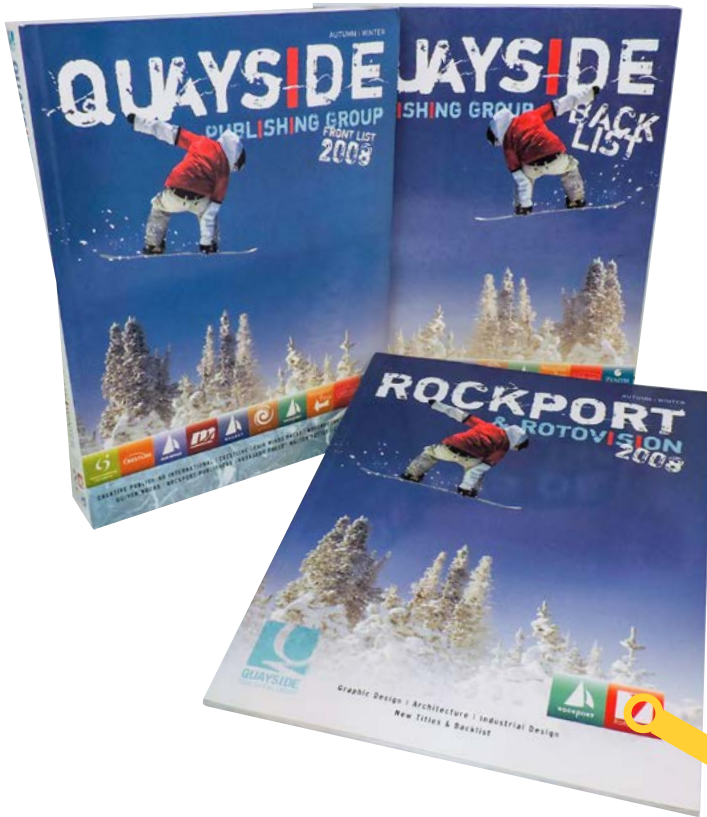
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QUARTO SALES & MARKETING

MY ROLE: Graphic designer

From 2007 to 2011, I was the graphic designer for the Quarto Publishing Group’s Sales & Marketing Department. It was my responsibility to design and produce almost all marketing materials—from magazine and web ads to catalogs and exhibition banners.

The top challenge in this position was trying to meet the individual requests from 12 different imprints located in five different cities through out the United States, while also attempting to create a cohesive brand .

One of my final projects was the creation of the Race Point Publishing logo. The top request was that the logo include Race Point Lighthouse in Cape Code, and that it fit in with other logos from the family of imprints.





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AS AN ART DIRECTOR . . .

JAMES CAN HANDLE MULTIPLE DEMANDING SCHEDULES AND MAKE IT LOOK EASY.

He brings his tech savvy and

A FABULOUS EYE FOR DESIGN

to each project he works on.

He would make a FANTASTIC ADDITION to any creative team!

—Laura Drew, Creative Director
at Quarto Publishing Group: Mpls (2015-present)

JAMES IS PASSIONATE ABOUT GOOD DESIGN.

In addition to being A GREAT DESIGNER WITH TOP-NOTCH TECHNICAL SKILLS himself, **James is also a talented art director who inspires others to creative excellence.**

—Rebecca Pagel, Creative Director
at Quarto Publishing Group: Mpls (2006-07, 2011-2013)

JAMES IS AN EXTREMELY TALENTED ART DIRECTOR who **brought clarity of thought and great design** to the many different categories we worked on together in BOTH PRINT AND DIGITAL MEDIA.

—Erik Gilg, Group Publisher,
Quarto Publishing Group: Mpls (2015-2018)

STRONG ORGANIZATIONAL SKILL, CREATIVE UNDER TIGHT DEADLINES, CREATIVE PROBLEM-SOLVER...

these are all phrases that describe James and the work he does. He is aware of deadlines and budgets and **manages resources without compromising creativity.**

—Hollie Kilroy, Managing Editor/Print Production Manager
at Quarto Publishing Group: Mpls

JAMES PLAYED A CRITICAL ROLE
in **developing my logo and branding trajectory**
when I started an organization for the first time.

He is a gifted artist!

—Jen Messing, Owner of Into the Deep/i.d. Retreat

James is diligent, imaginative, and painstakingly detail oriented. I worked with him on books that, because of their subject matter, involved a delicate balancing act of honoring the style of the books' subjects (such as Quentin Tarantino and Tupac) without being mere replication. He did an excellent job at it, creating layouts that were creative and, simply, very cool.

—Grace Parazzoli, Writer and Editor
at Wax Tablet Content LLC