



Bellingham, WA 98225 | [email](#) | [portfolio](#)

SUMMARY

Accomplished graphic designer, production artist, writer, photographer and project coordinator seeks collaborative environment in which to contribute to fulfillment of organization mission and business goals.

WORK EXPERIENCE

Graphic Designer

Lynden Tribune & Print Co./TrueIMAGE Publishing

October 2023 to present

Prepress and production for commercial digital and 4-color printing, reporting to General Manager.

- Conform client files to professional print standards, including color management, crops and bleeds, page impositions and ripping files to plate.
- Graphic design services, including logos, branding, page layout, image manipulation and correction, and document updates and revisions.
- Assist with client database management, variable data printing (VDP) and bulk mail prep.
- Provide copywriting and organizational assistance for in-house projects (e.g., web site updates).

Graphic Designer/Writer/Photographer

Various Clients

February 2022 to Present

Facilitate design, branding and marketing projects for clients in a broad range of industries, including entertainment, manufacturing, lifestyle, law and e-commerce.

- Desert Moon Pictures LLC
Facilitated creation of Apple Keynote pitch decks use to help secure production funding for three feature film projects. Collected, edited and created image assets, wrote copy and designed Keynote slides in coordination with the films' producers and directors as well as third party film key art designers.
- Zombie Bird Productions LLC
Coordinated web developer, film project producer/director and a video editor in the creation of graphics for Indiegogo pitch video as well as social media content and promotional items (T-shirts, hats) produced by screen print and embroidery vendors.
- Edgelight LLC
Localized Chinese content for the U.S. market, helping Chinese manufacturer open a North American office in Los Angeles; incorporating input from both Chinese and American sales and marketing managers.
- Sage Meditation
Provide print and digital content for yoga and meditation supply e-commerce site on an ongoing basis. Work has included product photography, print and digital ad design, and video editing; helping the company implement an effective and consistent brand strategy.

Graphic Designer/Marketing Coordinator

Delray Lighting LLC

June 2008 to February 2022

Reported directly to CEO regarding design of all print publications, including spec sheets, brochures, catalogs and marketing materials for over 140 architectural lighting products.

Continued...

JIM SUTHERS graphic designer

Bellingham, WA 98225 | [email](#) | [portfolio](#)

WORK EXPERIENCE, continued

Graphic Designer/Marketing Coordinator

Delray Lighting LLC

- Point person for cross-functional team, building consensus and ensuring consistent brand identity across all marketing channels. Helped grow company revenues from \$1M per year, to over \$1M *per month* within ten years.
- Wrote all advertising copy as well as brochure, instruction sheet and web site text, plus press releases and internal documents. Coordinating with engineering and sales staff, distilled complex technical information into simpler, more accessible text that highlighted product aesthetics, features and benefits.
- Contributed to new product development; coordinating branding and marketing strategies for all products. Localized product names and literature for European products configured and rebranded for sale in the U.S.
- Devised marketing strategy to communicate the company's migration from fluorescent to LED light sources. Delray became an industry leader in large-scale LED light fixtures; particularly circular pendants. Company light fixtures may be seen, not only in commercial building projects across the U.S. and Canada, but also in movies and TV series like "Westworld."
- Designed and built new web site (Adobe Dreamweaver) that dramatically increased online traffic and sales, while significantly reducing calls to customer service and engineering.
- Guided design and build of a complex, updated WordPress site, creating all image, text and document content, including interactive features like a sales rep locator and modular product configurator. Also responsible for content updates and SEO post-launch, helping to ensure that Delray always appeared near the top of Google search results.
- Preflighted files for 4-color and digital printing, as well as choosing papers and spot colors. It was my responsibility to coordinate with professional 4-color and digital printers, including press checks, bindery and delivery.
- Coordinated all print and digital advertising design and placement, with national publications and leading industry web sites, it was my duty to track editorial calendars, meet submission deadlines, and to locate and secure the best possible advertising rates.
- Saved company the expense of third party photography, volunteering to photograph most of the product line myself, utilizing an in-house photo studio designed by me and built by the company for my use.
- Edited photos, combining multiple exposures and correcting flaws in light fixtures, some of which were rough prototypes. Also photographed light fixtures installed in the field.
- Art directed third party vendors in the creation of 3D digital product renders to be placed into photo-real digital environments. Determined virtual camera view and product placement, as well as determination of color, decor, furnishings and ambient lighting in the digital environments.

ADDITIONAL EXPERIENCE

- Past graphic design clients include HBO (digital illustrations); TLR & Associates (DVD/Blu-ray packaging); Kentauros Studios (U.S. marketing for a Romanian film studio); Illusions of Grandeur FX (assets for motion picture digital effects); the Law Offices of Goodman & Metz (print ads, newsletters); Dorsey & Whitney LLP (print ads and internal corporate documents); and Guidant CPI (medical device manufacturer).
- Executive Director of the Minnesota Screenwriters' Workshop, facilitating writing workshops, classes, public readings, community outreach and fundraising. Wrote and designed all print publications; designed and maintained web site.

Continued...

JIM SUTHERS graphic designer

Bellingham, WA 98225 | [email](#) | [portfolio](#)

EDUCATION

University of Wisconsin

Green Bay, WI

Achieved placement on the Dean's Honor Roll.

SKILLS

Project management, print and digital graphic design, desktop publishing, branding, pre-press production, illustration, copywriting, photography, photo editing, and video production and post.

SOFTWARE

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat Pro DC), WordPress (Live Edit), Microsoft 365 (Word, Excel, Powerpoint, Teams), Apple Keynote, Pitstop, Fiery, Kodak Prinergy, Basecamp and Constant Contact.