Jim Schuster

ART DIRECTOR / CREATIVE DIRECTOR

New York / San Diego

jimschuster@optonline.net
631-944-0547 mobile

I am a creative who blends a consumer sensibility and an artistic vision into one powerful message. Helping the client sell their product while keeping a clean, cohesive look. I am always looking for a great opportunity to work on interesting projects.

Experience

President / Creative Director

Long Island, NY / San Diego, CA
Mar 2011 - Present

JS Design Group

JS Design Group is a design firm that works with it's own clients as well as serving as or supplementing the art departments of advertising agencies and direct mail firms.

My duties consist of managing a creative staff, as well as account interaction to complete jobs ranging from print, POP, web, direct mail and packaging.

My creative duties consist of developing a marketing strategy with account managers and executing a creative solution that is rolled out across all aspects of the campaign. Once completed, it is my responsibility, along with an account team, to present concepts to the clients, as well as any follow up calls with clients. Heavy contact with vendors and freelance staff is also required.

Some of the industries that I serve:
- Automotive
- Medical
- Beauty & Spas
- Real Estate & Lending
- Law Firms
- Furniture & Home
- Retail
- Restaurant & Nightclub

Senior Art Director/Creative Director

Walt F. Cameron Advertising

Long Island, NY
May 1998 - Mar 2014

Cameron is a 4A's ad agency with clients ranging from Fortune 500 B2B and B2C, to national retailers, to local regional and local auto dealers.

My duties consist of managing a creative staff of 12, as well as account interaction to complete jobs ranging from print, POP, web and packaging.

My creative duties consist of developing a marketing strategy with account managers and executing a creative solution that is rolled out across all aspects of the campaign. Once completed, it is my responsibility, along with an account team, to present concepts to the clients, as well as any follow up calls with clients. Heavy contact with vendors and freelance staff is also required.

Some of my current & past clients include:
• Computer Associates
• New York Islanders
• Milwaukee Brewers
• Tampa Bay Buccaneers
• North Fork Bank
• La-Z-Boy Furniture Galleries
• Volvo (National Retail Ads)
• Many Regional Dealer Groups (Volvo, Mitsubishi, Mercedes, Etc.)
• Kerbeck Automotive Group
• Westbury Jeep Chrysler
• All-American Ford
• Sansone Auto Group
• Autoland
• Stadium Automall
• Global Automall
• Malouf Autogroup
• Neil Auto Group
• Auto Barn

Senior Art Director

Topline Advertising

Long Island, NY
Feb 1995 - May 1998

As Senior Art Director, I was responsible for supervising a staff in creating retail, consumer and B2B advertisements, with a strong emphasis on retail automotive accounts.

Clients included: Neil Automotive Group, Hempstead Lincoln-Mercury, Atlantic Automall, Babylon Honda, Donalson's Volkswagen, Nissan 112, Mazda 112.

Senior Artist

Richner Publications

Long Island, NY
Jan 1994 - Feb 1995

As Senior Artist, I was responsible for editorial design & retail advertisements for a very busy & successful local newspaper group. I was also responsible for all in-house promotions and special projects.

Production Manager

Showcase Press

Long Island, NY
Jun 1992 - Jan 1994

As Production Manager, I was responsible for the management and productivity of several departments. The departments included art department, proofreading and press. I was responsible for the hiring and training of the employees of these departments, as well as accurate records for inventory and employee performance.

Education

Bachelor of Science in Advertising

New York Institute of Technology

Old Westbury, NY

Bachelor of Science in Advertising with an emphasis on Art Direction and Copywriting.

Software Used

Software Used

- Quark Xpress
- Adobe Creative Suite
- InDesign
- Illustrator
- Photoshop
- Dreamweaver
- Flash
- Acrobat
- Some programming experience

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