



KIAL JAMES, ART DIRECTOR (AD)

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## PROFILE

I am committed to problem-solving, simplifying solutions, and fostering growth through education and storytelling. My lifelong dedication to mastering the art of design has led me to explore various related fields, including photography, marketing, storytelling, sales, management, self-sufficiency, and the fascinating realm of artificial intelligence.

I find fulfillment in leveraging these diverse interests to create impactful solutions and weave compelling narratives through design and communication.

## PROFESSIONAL

2001 - Current

### KJD+P

Creative Director

A highly accomplished and visionary Creative Director with over two decades of experience at the helm of KJD+P, a renowned creative boutique. Demonstrated expertise in delivering purposeful and thought-provoking design and marketing campaigns for Fortune 1000 companies and small enterprises across global locations. Eager to bring my strategic creativity and leadership to your company, driving innovation and excellence in branding and marketing initiatives.

2021 - 2023

### Telestream

Art Director/Designer

As Art Director/Graphic Designer at Telestream, I collaborated with a dynamic marketing team to shape the company's visual identity and strategies. Combining creative vision with strategic thinking, I crafted a cohesive brand presence that fueled growth. Throughout my tenure, I adeptly navigated three mergers and acquisitions, seamlessly integrating acquired companies into the Telestream family with strategic rebranding.

2013 - 2016

### AJA Video

Senior Designer

As the lead Senior Designer at AJA Video Systems, I spearheaded website redesigns, managed product photography, developed product brochures and marcomm assets, and oversaw tradeshow booth design. I contributed to software development, managed international publications, collaborated with global teams, and led end-to-end product packaging design. This role demanded a diverse skill set and hands-on approach to ensure the success of each marketing initiative.

## OBJECTIVE

I am eager to bring my diverse skill set and passion for creativity to your team, contributing to innovative projects and driving growth in a dynamic environment with your company.

## EXPERIENCE

### Board Member

- CTE - Career Technical Education Board, Nevada Joint Union High School District
- Nevada County (CA) Arts Council

### Recognition + Achievements

- California State Assembly for City Achievement
- California State Senator Brian Dahle
- Dr. Leland & Sally Lewis Visual Arts Award
- Visual Artist of the Year
- Published Book Author, YUBA on Amazon.com
- Best Photographer of Nevada County (CA) x2
- Tahoe National Forest Photo Ambassador
- Featured on NPR's Capital Public Radio
- Content Producer for 100s of Magazines, Websites, Magazine Covers, Editorial Stories

## SOCIAL

- f [fb.com/kialphotography](https://fb.com/kialphotography)
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## REAL WORLD RESULTS

Spearheaded website and content development, resulting in a 30% increase in user engagement on AJA.com.

Oversaw product and personnel photography, enhancing product visibility and driving a 25% increase in sales.

Created impactful email designs and managed global mailing lists, leading to a 20% rise in email open rates.

Managed tradeshow display design and designed interactive touch systems, resulting in a 15% increase in booth visitor engagement.

Contributed to software application development, improving user experience and receiving a 4-star rating on app stores.

Produced daily print-ready content for international publications, expanding brand reach to new markets.

Collaborated with translation teams, optimizing global advertising campaigns and increasing international sales by 35%.

Designed brochures, product photography, and signage, contributing to a 20% growth in brand recognition.

Led end-to-end product packaging design, including CION 4K Camera launch, resulting in a 40% increase in product sales and market awareness.

Developed workflows and illustrations for user manuals, reducing customer support inquiries by 30%.

Orchestrated comprehensive marketing strategies, increasing market share by 15% within one year.

Brand Development and Enhancement: Implemented strategies resulting in a 20% increase in brand awareness for Telestream.

Campaign Management: Managed campaigns that generated a 20% increase in leads and conversions.

User Experience Enhancement: Enhanced user experience, leading to a 16% decrease in bounce and stay rate. Wirecast software for Telestream.

Product Oversight from Beginning to End-of-Life: Oversaw products resulting in a 35% increase in product lifespan during tenure at AJA.

Expanded Clientele: Attracted Fortune 1000 clients, leading to a 40% growth in revenue for KJD+P.

Purposeful Campaigns: Developed campaigns that achieved a 30% increase in customer loyalty for nursery clients, turning 1 store into 9 within a 7 year span.

## SKILLSET

ADOBE Creative Suite 

WEB WordPress, etc. 

MOTION Graphics, Video 

GOOGLE Business Suite 

MICROSOFT Office Suite 

AI OpenAI, Gemini MidJourney, PS 

UI/UX Figma, XD 

Management Asana, Slack, Bynder, Teams 

## QR QUICK LINKS



DESIGN  
[kialj.com](http://kialj.com)



PHOTOGRAPHY  
[kialjamesphotography.com](http://kialjamesphotography.com)



OFFICIAL BIO SITE  
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 the search is over.

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