

JAMES BALLARD

PARTNERCOMM

Senior Designer

// Dallas, TX
// 2013 to present

BALLARD CREATIVE

Owner, Creative Director

// Fort Worth, TX
// 2005 to 2013

RADIOSHACK

Creative Director

// Fort Worth, TX
// 2001 to 2005

TRACYLOCKE

Associate Creative Director

// Dallas, TX
// 1996 to 2000

JOHNSON-RAUHOFF

Senior Art Director

// St Joseph, MI
// 1994 to 1996

TEXAS TECH

Bachelor of Fine Arts

// May 1990

PROFICIENCIES

InDesign CC	★★★★★
Photoshop CC	★★★★★
Illustrator CC	★★★★★
Sketch	★★★★★
HTML / CSS	★★★★★
WordPress	★★★★★
Office X	★★★★★
Words with Friends	★★★★★

Creating simple and powerful brands for companies. A creative leader who effectively architects, shapes and evangelizes a vision for great brand experiences.

An experienced Creative Director with proven experience in branding and advertising.

Understands how to quickly create and tailor ideas to build desire and compel consumers to interact with brands. Relishes working in any medium and knows that successful branding is holistic and works best across all platforms. Thrives on being able to pitch and sell ideas and finished work. Able to inspire, grow, mentor and recruit young talent. Passionate about branding and consistently learns the latest techniques to keep his work and ideas current.

// Develops, implements and manages compelling strategic branding and tactical advertising.

// Recruits, manages, inspires and mentors multi-disciplined creative teams that generates measurable business results.

// Integrates and launches profitable brand campaigns across all marketing channels.

// Makes decisions on a daily basis that ensure both profitability and creative quality.

BRAND LEADERSHIP AND STRATEGY

A leader with a proven track record leading teams that impact business performance. Brings a deep knowledge of concept visualization, strategic solutions, innovation, ideation, storytelling, design frameworks and can inspire teams to produce great brands.

STRONG COLLABORATION

Demonstrated ability to collaborate effectively with a variety of business leaders, technology leaders, product managers and other key partners to develop large growth businesses.

LEADING CHANGE SKILLFULLY

Strong leadership and change management skills including a hands-on, non-bureaucratic leadership style, with continuous, open communication with all levels of an organization.

TALENT MENTORING AND DEVELOPMENT

Builds high-performing teams, where people grow and develop and are able to apply skills towards innovation, creativity and appropriate risk-taking. Attracts, retains and motivates great talent, helping teams be the very best they can be.



Stop by for a cold one at **5513 Mt McKinley Rd, Fort Worth TX 76137** // Give me a jingle at **817.917.6086**

Send spam to **me@jamesballard.com** // Cyber stalk me at **jamesballard.com**

JAMES BALLARD

AWARDS

Logo Lounge Six

Logo Lounge Master Book One

Logo Lounge Master Book Four

Silver Addy 2003

Gold & Silver Addys 2002

Gold & Silver Addys 2001

Silver Addy 1995

RECENT



ACCOLADES

James always pushed the envelope on every project delivering usable work with just enough edge. His gregarious attitude and somewhat twisted sense of humor makes him fun to work with, as does the fact that his work is always first class.

BOB WHITMORE // *Senior Copywriter at Publix Super Markets*

One word best describes James, "Passionate". He is passionate about doing great work, what is best for his clients, and continually growing his craft. But beyond the fact that I think James is very talented and thoughtful creative, he is genuinely a great guy, which is sometimes hard to find in this industry.

JAMES WELSH // *Director, Creative and Creative Services at McKesson Corporation*

James is a great creative asset to any team. He did an absolutely beautiful job, went FAR above and beyond what was needed and the client was thrilled with the result. He is fun to work with and multi-talented. I would eagerly work with him again in a heartbeat.

LYNDA OLIVER // *Assistant Dean of Marketing at SMU Cox School of Business*

As head of advertising for RadioShack, James was an inspiring leader and their creative mastermind, as he led his troops into the fierce daily battle of retail advertising.

HART WEICHSELBAUM // *Principal at The Planning Practice*

James has an amazing eye for creative design, but always keeps the focus on the main messaging of the company... he never delivers creative for creativity's sake. Excellent branding skills that remain consistent throughout the life of campaigns to accurately convey a corporate identity, purpose, and brand.

WENDI MCGOWAN-ELLIS // *CEO & Co-Founder of Lifestyle Frisco*

James is a passionate and talented artist. James always takes a "can do" attitude to his work, regardless of deadline pressures or other constraints. Above all, he is very effective at realizing his creative vision in ways that meet and exceed the requirements of his projects.

MICHAEL HERONIME // *Creative Director at Positive Brand*



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