

# James Fish

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**PROFILE** Seventeen years of freelance as a creative and instructor to professionals define my persistence to be an inspiring visual communicator.

In my own work and teaching, I've been dedicated to add "soul" to the standardized computer-generated design, reintroducing a hand-made character and collage. I want to apply my experience on forward-thinking, creatively challenging projects.

I am self-motivated, able to lead or be part of a team, as well as work independently.

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**BACKGROUND** **art director/ designer** (2000-present) *freelance*

- Develop logo and corporate identities, brochure sites, marketing collateral, CD packaging, posters, interactive presentations, motion graphics
- Manage multiple aspects of a project, from concept development and design to implementation, and troubleshooting
- Communicate and consult with client or agency
- Direct and manage partners and vendors in the production phase

Clients range from agencies to start-ups: Oxygen Channel, Cimarron Group, Art Center College of Design, O'Grady Meyers, Beyondform, Cleverroot, Cake international, Doug Aitken Workshop, Vibrant Music

**instructor**

- **UCLA Extensions** (2003-present)  
Classes: "Mixed Media and Collage", "Make it and Move it"
- **Art Center College of Design** (1998-2006)  
Classes: "Intro to Illustration", "Illustration 1", "Advanced Illustration Design"
- Develop class syllabus and define projects
- In-class responsibilities included technique demonstrations, lectures, critiques and portfolio development
- Motivate and inspire students to create a lasting learning experience

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**BACKGROUND** **illustrator** (1991-2006) *freelance*

**CONT.** Worked closely with creative directors and designers to develop concepts that best addressed their intention and reflected the brand, product, theme, or story. Publications: Out of Control, Chip Kidd “Book One” and Alt Pick.

Clients ranged from national publications, advertising agencies to corporate clients. Partial list: New Yorker, Los Angeles Times, Rolling Stone, CosmoGirl!, Fortune, Raygun, Surfer, Kirshenbaum & Bond, Grand Marnier, Warner Brothers, Capitol Records, Atlantic Records, David Carson

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- KEY SKILLS**
- Print and interactive design: Adobe CS3, Flash, DreamWeaver
  - Handmade visual design techniques: mixed-media, collage and illustration
  - Motion graphics: creative boards, Flash, After Effects
  - Communication and motivation: Dynamic team leader

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**EDUCATION** B.F.A. Illustration/Fine Art with Honors (1991)—Art Center College of Design in Pasadena, California.

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**AWARDS** American Illustration annuals 13 & 14

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**PERSONAL INTERESTS** Biking, surfing, camping, music, 70’s films, 60’s-70’s advertising, French language

Fine Art: Exhibiting since 1991. Galleries include Blum and Poe, ACME, Threadwaxing Space, La Luz de Jesus, Williamson Gallery

Artist activist: Heal the Bay ([healthebay.org](http://healthebay.org)), ISM a Community Project ([ismcommunity.org](http://ismcommunity.org)), Car Free Days ([carfreedays.org](http://carfreedays.org))