

JAMES WIDENER

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SUMMARY

Sixteen years of experience spanning agency, independent contracting, and business ownership, I've led brand development, creative direction, and campaign execution while partnering with clients, managing budgets, and guiding teams from concept through delivery.

COMPETENCIES

LEADERSHIP

- Art & Creative Direction
- Creative Team Leadership
- Client Relationship Management
- Freelance & Vendor Management
- Project & Budget Management
- Creative Operations

STRATEGY

- Brand Strategy & Positioning
- Concept Ideation & Development
- Brand Systems & Identity Development
- Narrative Development & Creative Direction
- Campaign Strategy & Execution

TECHNICAL

- Adobe Creative Suite
- Copywriting & Brand Messaging
- Project Management Tools
- Print & Digital Production
- Motion Design & Video Production
- Bilingual (Spanish)

EDUCATION

Full Sail University

Bachelor of Science

Digital Arts & Design

2006-2010

EXPERIENCE

Art Director & Brand Strategist @ MAVRIK

2020 - 2026

Full-time, Owner | TX

- Led brand development and creative direction
- Partnered with in-house creative teams to define strategy, concept direction, and campaign development from ideation through delivery
- Client acquisition and new business development
- Directed internal teams, freelancers, client relationships, and project budgets

Art Director @ Omnicom - Zimmerman

2014 - 2018

Full-time | FL

- Led cross-functional teams, managed project timelines, and maintaining brand consistency across deliverables
- Mentored junior designers, building structured workflows and professional development
- Owned quality control across high-volume production environments
- Oversaw vendor project deadlines and delivery

Senior Designer @ DMI - Pappas Group

2012 - 2014

Full-time | VA

- Supported campaign ideation, concept development, and new business RFP development
- Led design execution across key in-house client accounts
- Executed multi-channel creative campaigns
- Oversaw quality control for production with internal teams and external vendors

Art Director @ OK Domo

2010 - 2012

Full-time | FL

- Led design execution and concept development
- Contributed to ideation and visual development for new business initiatives and pitches
- Collaborated with developers and vendors to support production and delivery
- Oversaw quality control across all deliverables

Design Intern @ Push

2010 - 2010

Full-time | FL

- Assisted in the development of creative campaigns, production design, and client presentations
- Collaborated with designers and developers to implement creative work and campaign materials
- Prepared production ready files and deliverables