

Jim deBarros

Executive Creative Director

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917-627-7108



RDA



Professional History:

UM World Wide Creative Director March 2020 - Present

Creative Direction for Sprite, Diet Coke, Fanta Flavors. Responsible for connecting creative partners, providing direction, feedback and concepts to capitalize on media opportunities that help to make creative more impactful. Projects include, *Sprite - Social Change*, *American Express Shop Small*, *Tik-Tok - Pride 2020* and others.

MTV VP Off Air Creative: June 2000 – February 2019

Creative Direction (print, digital, retail, packaging, logos, presentations, concept development and copy) Responsible for the day to day management of in house design studio that developed logos, key art, OOH campaigns, social media content, B toB materials and consumer products. Projects included *Video Music Awards*, *Movie Awards*, *Teen Wolf*, *Skins*, *Awkward*, *Jersey Shore*, *Rob & Big*, *Catfish: the TV Show*, *Laguna Beach*, *The Hills*, *JackAss*, *MTV2* and more.

RDA Int'l – Design Director: October 1999 – May 2000

Design Direction (print, packaging, brand development, identity & logo design, presentations) led design and copy team to develop ad campaigns for *KORG Electronics*, *ECW Extreme Wrestling*, *ACCLAIM Entertainment*, *InfoGrams*, and *SONY Electronics*.

Warner Music Group/Elektra Records – Sr. Art Director: February 1995 – October 1999

Art Direction and Design (print, packaging, advertising, identity and logo development, photography and illustration) Designed CD packaging, ads and related promotional materials for bands *Better Than Ezra*, *Pantera*, *Down*, *Old 97's*, *Judy Collins*, *AC/DC* and others.

Sony Music Entertainment – Art Director: December 1991 – January 1995

Graphic Designer (print, packaging, advertising, identity and logo development, photography and illustration) Designed CD packaging, ads and related promotional materials for bands *Branford Marsalis*, *Mercury Rev*, *Michael Bolton*, *Bob Dylan*, *Cypress Hill*, *Earth Wind and Fire*, *Kansas*, *John Williams* and more.

Island Records – Design Assistant: September 1989 – December 1991

Design and production support (print, packaging, typesetting, mechanical-paste up illustration) Assisted Art Directors preparing final art for print production, designed twelve inch and cd single sleeves, illustrated cover art for band *The Heretix*, prepared presentations.

Pratt Institute – Visiting Instructor: September 2007 – Present

School of Visual Arts – Visiting Instructor: September 1998 – May 2008

Freelance - SGK/Symbiolit, V2 Records, HBJ Publishers, Houghton Mifflin Publishers, Books Of Wonder.

Education:

Harvard Business School, Cambridge MA

Executive Training Course Summer 2012

Pratt Institute School of Art and Design, Brooklyn NY

Studied Illustration and Graphic Design 1986 – 1989

Skills:

Creative Direction: Print, Packaging, Digital marketing, Broadcast, Event Marketing, Consumer Products, Retail Spaces, Advertising / Concept development / Brand Identity and Marketing / Package Design / Publication Design / Illustration / Watercolors

Adobe CS: Photoshop, Illustrator, InDesign, Bridge. Microsoft: Outlook, Word, Teams

Awards & Exhibitions:

Promax BDA 2003, 2004, 2005, Print Magazine 2004, Communication Arts, Graphis, Mark Awards, 2012 Art Institute honoree

Orchard NYC: group show September 2002 The Showroom NYC : “Tag The System” – group show 2003, “Decked Out” – group show

2004, “Bart Queen” Group show 2006 Benton-Nyce Gallery: Greenport, NY – group Show 2005