# James Meinerth

**Senior Visual Designer, Brand Strategist, and Photographer**

San Francisco, CA | jbmeinerth@gmail.com

**Portfolio:** www.jimmyjamesdesign.com


## EDUCATION

**Bachelor of Fine Arts in Design**

The Art Institute of Boston at Lesley University | Boston, MA | May 2012

**LinkedIn:** www.linkedin.com/in/james-meinerth-78982a38/


**Summary:** Senior visual designer and professional photographer with 15+ years building design systems, presentation frameworks, and brand identities for Global 1000 companies, agencies, and startups. Deep expertise in enterprise rebranding, template architecture, executive communications, and high-volume production for regulated industries including healthcare, energy, and financial services. Expert in Adobe Creative Suite, Figma, Framer, motion design, and AI-integrated design workflows.


## EXPERIENCE

### Senior Visual Designer and Brand Strategist (Freelance)

Multiple Clients | San Francisco, CA (Remote) | October 2025 – Present

*Serving Healthcare, Energy, Financial Services, Technology Clients, and Independent Businesses*

**Vizient (via Protiviti):** Executed enterprise-wide rebrand conversion of sales and data presentation libraries for the largest healthcare GPO in the US, translating a new brand system across 3,000+ pages of stakeholder-facing content. Authored the working brand rulebook covering typography, color, data visualization standards, sub-brand rules, and reusable layout patterns adopted across the design pod.
**PG&E:** Designed scalable presentation templates and brand assets for energy sector clients, including logo and visual identity for a risk-intelligence monitoring platform. **TrueVoice Growth Marketing:** Embedded creative designer for a B2B growth marketing agency serving regulated industries. Produced capabilities decks, white papers, case studies, and multi-channel campaign visuals for healthcare, Medicare, and financial services clients. **Brand Identity:** End-to-end brand systems and executive presentation design for small business and global clients. **Photography:** High-volume residential and commercial real estate photography using Nikon D850 and Matterport 3D scanning.

### Product and Visual Designer

Mach49 | Redwood City, CA (Remote) | November 2021 – October 2025

*Corporate Venture Studio Serving Global 1000 Companies and Emerging Startups*

**Produced** 180+ presentations for Global 1000 client engagements and built a searchable template library serving 15+ product teams. **Developed** reusable design systems that maintained brand consistency while enabling rapid prototype development, reducing design bottlenecks by 40%. **Trained** 25+ non-designers to create user-centered presentations independently through a comprehensive training curriculum and practical design guidelines. **Rebuilt** 50 presentation pages in four hours for an executive meeting, combining AI-assisted rapid prototyping with existing design systems to hold visual hierarchy under extreme deadline pressure. **Managed** enterprise design system transformation across 400+ presentation templates while coaching the creative communications team on new design frameworks.

### Media Affairs Assistant and Designer (Contract)

AC Transit | Oakland, CA (Remote) | January 2021 – April 2021

*Major Public Transit Authority Serving the San Francisco East Bay*

**Created** COVID-19 crisis communications including an educational video series, motion graphics, and employee newsletters explaining rapidly changing health protocols. **Collaborated** directly with executives and public health officials on materials requiring perfect accuracy under intense time pressure. **Delivered** 100% of deadlines across multiple concurrent projects during peak pandemic disruption.
**Produced** a multi-episode video series on COVID-19 vaccination for public distribution across transit authority channels.

### Art Director

The Commonwealth Club | San Francisco, CA | January 2017 – March 2020

*Leading Public Affairs Organization with Thousands of Members*

**Redesigned** the flagship magazine, art directing 18+ covers and transforming a dated publication into a modern editorial format that improved member engagement. **Managed** design operations for 200+ annual events including promotional materials, signage, stage graphics, and video content. **Produced** professional photography for print and digital media including event coverage, speaker portraits, and promotional campaigns. **Coordinated** print production and vendor relationships for the magazine and event collateral.

### Production Designer

Digital Foundry | Tiburon, CA | October 2012 – December 2016

*Software Engineering and Consulting Firm for Fortune 500 Companies*

**Designed** user interfaces for consumer applications across iOS, Android, and web platforms with focus on usability, accessibility, and cross-platform compatibility. **Collaborated** with engineering teams, delivering pixel-perfect design assets and comprehensive design systems that streamlined implementation. **Shipped** products ranging from Fortune 500 treasury platforms to consumer marketplace interfaces. **Managed** multi-platform asset delivery across simultaneous client engagements, maintaining brand standards for each while meeting aggressive sprint timelines. **Built** wireframes and interactive prototypes, iterating on user feedback before development handoff.

## TECHNICAL CAPABILITIES

**Core Skills:** Design Systems Architecture, Brand Identity Development, Presentation Design, Art Direction, Executive Communications, Typography, Layout Design, User Interface Design, UX Design, Motion Graphics, Video Editing, Visual Storytelling, Print Production, Stakeholder Management, Cross-Functional Collaboration, Vendor Coordination

**AI-Enhanced Design Workflows:** Image, Video, and Audio Generation Using Multiple Services, Adobe Creative Suite + AI Integration, Automated Process Design, Design Operations, Workflow Optimization, Prompt Template Design

**Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Framer, Sketch, Keynote, PowerPoint, Google Slides, Lightroom, Capture One, Modern and Emerging AI Tools