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EXPERIENCE

JAMES CAMPBELL TAYLOR / NEW YORK, NY

Founder/Creative Director (March 2011-present)

Freelance clients include Le Coq Sportif, General Electric, Marriott Traveler, AGCO, Regeneron, and Northwestern. Created commissioned artwork for publications including *InStyle*, *Mundial* and *British Ideas Corporation*. Produced artwork for global ecommerce sites including World F.C., Toffs, 11Freunde and East End Prints. Work has been featured in press in over thirty countries, from such media sources as *The Guardian*, *Huffington Post*, *Fast Company*, *Corriere della Sera*, *The Telegraph*, *El Mundo*, *Página 12*, *GQ Brasil*, *El Gráfico*, *Village Voice*, *Jeremiah's Vanishing New York*, *Under Consideration*, *8by8* and *Pix11 News*.

SIA ADDISON / NEW YORK, NY

Design Director (November 2021-April 2025)

Designed and directed projects including corporate reporting, branding, digital design and advertising. Clients included Meta, Amazon, AT&T, McKesson, Caterpillar, International Paper, AGCO, Smithfield, Papa Johns, PepsiCo, Prudential, Regeneron, Takeda, Veralto, Glenmede, David Yurman and U.S. Steel.

EATALY NORTH AMERICA / NEW YORK, NY

Head of Creative & Storytelling (December 2018-May 2021)

Creative lead on corporate projects and content for all eight Eataly locations across U.S and Canada. Conceived and developed national promotions and seasonal campaigns. Directed all campaign photo and video shoots. Developed concepts, branding and interior design for new restaurant experiences. Oversaw planning and production of signage and installations at new store locations. Collaborated with Rizzoli to devise themes and manage production of titles in Eataly's recipe book series. Sourced and fostered relationships with local teams, artists and external vendors for collaborative partnerships and visual merchandising. Managed and motivated corporate creative team while mentoring and guiding store design teams nationwide.

CREATIVE SOURCE, INC. / NEW YORK, NY

Senior Graphic Designer (March 2012-March 2015), Art Director (February-December 2018)

Creative lead for all print and web design projects. Oversaw project management, client presentations, written proposals and mentorship of designers. Clients included Canon, Deutsche Bank, Continuum Health Partners, Metropolitan Transit Authority, TIAA-CREF, DASNY, NJEFA, Columbia School of the Arts, Baruch College, Metropolitan College of New York, Women Presidents' Organization, Legal Services NYC and Covenant House.

REITDESIGN, INC. / NEW YORK, NY

Art Director (April 2015-January 2018)

Headed all print and web projects, directed client presentations and pitches, composed written proposals. Mentored and motivated designers and interns while sourcing and developing relationships with printers, copywriters, strategists, photographers and videographers. Clients included Javits Center, Barnes & Noble College, New York International Auto Show, Douglas Elliman, Global Pet Expo and YMCA. Awarded multiple design recognitions (Communicator, Davey, HOW, Summit International and W3).

DOMENICO VALENTINO / NEW YORK, NY

Graphic Designer/Marketing Associate (March 2008-March 2012)

Responsible for all creative marketing efforts for wine importer, retail store and restaurant management company. Established brand identities for three separate entities across websites, blogs, printed and social media. Introduced and created original product design for wine brands and labels for U.S. market. Designed, developed and managed websites including ecommerce components. Devised and created original advertising poster artwork and printed collateral for events and promotions, original graphic and written content for websites and e-newsletters. Maintained consistent communication and correspondence with clients and contacts in Italy.

THE MUSEUM OF MODERN ART / NEW YORK, NY

Marketing Intern (September 2007-December 2007)

Managed MoMA's e-news web pages, tracked advertising invoices and provided detailed reports of analyzed survey data. Conceived and initiated fresh brand marketing strategies using non-traditional media, establishing new relationships with external partners and vendors. Translated museum floorplan and visitor guides into Italian.

EDUCATION

GOTHAM WRITERS WORKSHOP / NEW YORK, NY

Memoir Writing Class (April-June 2024)

SCHOOL OF VISUAL ARTS / NEW YORK, NY

Continuing Education Graphic Design (January-May 2011)

UNIVERSITÀ DEGLI STUDI DI PAVIA / PAVIA, ITALY

Erasmus Study Abroad Program (September 2000-June 2001)

ANGLIA RUSKIN UNIVERSITY / CAMBRIDGE, UK

Bachelor of Arts (Combined Honors) Art History and Italian (September 1998-June 2002)

WRITING

MUNDIAL

"Going Coast-to-Coast"
"Italian American"

THE CULTURE DIVISION

"Inside Looking Out: The Impenetrable Allure of Naples"
"Age of the Rebrand"

KITMAG

"Natural Highs in the Low Countries: Euro 2000 Revisited"
"What the F? The Return of Fiorentina's Pontello Logo"

IN BED WITH MARADONA

"El Más Grande"
"My Pink Pages: How La Gazzetta dello Sport Changed My Life"
"Black & Blue: What Mario Balotelli Means for Italy"

RIVISTA INUTILE

"Dove tutti sanno il tuo nome"
"Memorie di Verpiana"
"Una Storia Nerazzurra"

OTHER STUFF

TECHNICAL KNOW-HOW

Adobe Creative Suite (InDesign, Illustrator, Photoshop), Figma, WordPress, Squarespace, HTML/CSS, Webflow, Invision, Microsoft Office Suite.

LANGUAGES

Native English speaker. Fluent spoken and written Italian. Good comprehension of French and Spanish.

INTERESTS

Art, travel, photography, soccer jerseys, used jazz LPs, egg creams, obsessive documentation, Campari, cats.