

Design is not an afterthought, it is a platform where creative minds help solve and navigate a company's branding, creative and strategic needs.

James Chana

Current Position



**Bizzabo - Events Platform Saas Company**

2021 - Present

Full Time - Director of Brand and Creative Design

Supporting the company through a full rebrand from a new category launch, marketing collateral and numerous product launches and acquisitions.

Managing Internal + freelance creatives from designers, copywriters and developers. Directing external agencies for high end animation, event promotion, activations and the company website. At any one time Managing a team of 6-12 freelancers and 2-3 agencies.

Developing creative strategies, problem solving solutions and a design system to drive the pipeline.

Inspiring and creating the overall design language of the company from how the product, thought leadership and recruitment & culture is viewed internally and externally.

Previous Work Experience



**Organic/Atmosphere Proximity/BBDO**

2019 - 2020

Full Time - Creative Director

Creative Director managing clients, creatives and the design direction. Focused on strategic and interactive work while helping clients with their digital transformation. Collaborating with a team to pitch and win new business.



**Ogilvy**

2012 - 2019

Full Time - ACD/Creative Director

Managing clients, creative teams, vendors and the branding, design and art direction for all projects from strategic thinking, concepts, activations, static, motion, digital and interactive projects.



(2013 - 2017) Collaborated and managed on the IBM team with the Head ECD and Global Design Director on all branding, design and art direction for all projects from strategic thinking, concepts, activations, static, digital and interactive.

(2012 - 2014) Worked on the Interactive team helping all accounts with branding and design for static, motion, digital and interactive projects.



**Fjord - Fluid - Vivaki/Publicis - MDC Partners**

2011 - 2012

Freelance - Lead Art Director/Designer

Branding and design for static, motion, digital and interactive projects.



**Razorfish**

2008 - 2011

Freelance - Lead Art Director/Designer

Branding and design for static, motion, digital and interactive projects.

Working on many projects for the Ford Motor Company account.

Worked on new business pitches.



**CO•OP**

2002 - 2007

Freelance - Lead Art Director/Designer

Branding and design for static, motion, digital and interactive projects.



**VSA & Partners - Landor - Simon & Schuster  
Sticky Pictures - Showtime**

2002 - 2003

Freelance - Art Director/Designer

Branding and design for static, motion, digital and interactive projects.



**The Attik Design, Inc. New York USA**

2000 - 2002

Full Time - Art Director/Designer

Branding and design for static, motion, digital and interactive projects.



**Attik Ltd. Huddersfield England**

1998 - 2000

Full Time - Art Director/Designer

Branding and design for static, motion, digital and interactive projects.

**Eduaction**

1996 - 1998

Sheffield College Norton Centre, UK

HND in Design Comminactions.

1993 - 1995

Jacob Kramer Leeds College of Art and Design, UK

National Diploma in Illustration.

GNVQ in Art and Design.

**Clients**

IBM, Corteva, IQVIA, Lenovo, Nestle, UBS, UPS, Comcast, iShares, Apple, Google, BlackRock, Ikea, Nascar, Philips, GE Capital, J&J, SAP, British Airways, Ador, American Express, Goldman Sachs, Bayer, Norman Foster, Simon & Schuster, Imax, MLS Soccer, Showtime, Cingular, Nike, Virgin, Bailey's, Cinemax, Frangelico, TBS, CNN, NY1, Bank of America, Bank of America, Sony Playstation, X-Box, Game Cube, Madame Tussaud's, Key Music, CBS, NY Yankees, Revenue Science, SDS Procida, Dermot, Broadway Panhandler, Video Helper, Darius Rucker/Sony Music, Cinemedia, Screenvision, Playtex, Johnson & Johnson, Lenox Hill Hospital, Roadrunner, Verizon Wireless, USA Network, Nickelodeon, Howard Hughes Medical Institute, Li & Fung, HHMI.org

**Skills**

Design, Brand, Conceptualizing, Interactive Design, Graphic Design, Typography, System Design, Digital Design, Directing, Advertising, UX and IA, Information Architecture, Social, Photography, Management Experience, Leadership, Lead, Creative, Articulate, Knowledgeable, Collaborative, Partnering, Musician, Passion, business sense, Vision, Inspiring, Good listener, Communication, Mathematical, Client Relationships, User Testing, Creativity, Flexible, Thinker, B2B, B2C, Health, Broadcast, Goals, Hiring, Marketing, Research, Creative Strategy, Video, Teams, Animation, Presentations, Product, Customer experience, Content, Editing, Brand Identity, Print, Brand Guidelines, Music Production, Data & Analytics, CRM, Recording and Editing, Casting Photography & Video Shoots, Lighting, Sound Recording.

**Knowledge**

HTML, CSS, Web Applications, Editing, 3D, VR, Augmented Reality and Mixed Reality, Data Science, Analytics, Programming, User Testing, Best Practices.

**Tools**

Adobe Cloud Suite including XD / After Effects / Premiere, Figma - Sketch + Associated Apps, Invision, Keynote & Logic Pro to name a few.