



James Campbell Taylor

Art Director, Graphic Designer, Photographer, Writer, British Manhattanite, Italophile, Lapsed Flâneur, Soccer Historian, Unapologetic Nostalgist.

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AIGA Mr. James C. Taylor

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*, *Paginal12*, *GQ Brasil*, *El Gráfico*, *Village Voice*, *Jeremiah's Vanishing New York*, *Under Consideration*, *8by8* and *Pix11 News*.

Eataly North America / New York, NY

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

- Creative lead on all corporate projects and content for all eight Eataly locations in North America.
- Conceived and developed national and seasonal campaigns to exist across store collateral and signage, retail focuses, social media and out-of-home advertising.
- Directed in-house photographer/videographer, stylists, models and chefs on photo and video shoots.
- Developed concepts and created branding for new restaurant experiences including Trattoria Milano, Serra Fiorita, La Pescheria, and Mercato Mediterraneo.
- Oversaw planning and production of all signage and installations at new store locations (Las Vegas, Toronto, Dallas) prior to opening through local teams, artists and external vendors.
- Collaborated with Rizzoli to devise themes and manage production of titles in Eataly's recipe book series.
- Initiated relationships with artists, including Olimpia Zagnoli and Patrick Vale, for collaborative projects.
- Partnered with external vendors and product brands on creative visual merchandising for stores and restaurants.
- 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, MTA, 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 a team of talented 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 Director (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

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)

Publications

KitMag

"The Return of the Pontello Logo" (March 2022)

Classic Soccer Jerseys

"What's Up Doc? Socrates' Short-Lived Season in Florence" (July 2020)

Mundial

Interviewed Italian soccer icon and NYCFC star Andrea Pirlo for "Italian American" cover story feature (November 2016).

In Bed With Maradona

Contributed articles for influential soccer and culture website:

"El Más Grande" (June 2017)

"My Pink Pages: How La Gazzetta dello Sport Changed My Life" (February 2013)

"Black & Blue: What Mario Balotelli Means for Italy (And Italy)" (February 2013)

Rivista Inutile

Contributed articles (translated into Italian) for Venetian literary-cultural journal:

"Dove tutti sanno il tuo nome" (January 2015)

"Memorie di Verpiana" (September 2014)

"Una Storia Nerazzurra" (November 2013)

Living Florence & Tuscany

Contributed feature on lesser-known aspects of Florence to travel guide book published by AA (September 2004).

Podcast Appearances

Podonomastica (October 2021)

Football Kit Memories (October 2020)

Kitpocalypse Now (July 2020)

Kitted Out Pod (April 2020)

Other Stuff

Technical Knowledge

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

Languages

Native English speaker. Fluent spoken and written Italian. Good comprehension of French and Spanish. Vague recollections of high school German.

Interests

Art, travel, football shirts, used jazz LPs, La Gazzetta dello Sport, Campari, egg creams, obsessive documentation, Jerry (my cat).

Favorite Sports Teams

Leicester City, Fiorentina, New York Knicks, New York Mets.