

Jeremy Grimes

Profile

Creative partner to business

Committed to building strong brands that drive business performance—brands that inspire by aligning smart, insightful design with business strategy.

Dedicated to providing clients with clear, thoughtful creative possibilities using strong interpersonal skills to encourage collaboration during problem solving and broad industry experience to spur different ways of thinking.

A hunger for learning has built a strong repertoire of experiences with large and small companies, those well down the path of successful business and start-ups.

A thirst for fresh perspectives fosters the courage to take on challenges and to drive their resolution.

Professional Experience

Creative Consultant, 2008–present, New York, New York

Working with clients to make strategy visible and clear through insightful, smart design solutions.

The Brewery Design, Design Director, 2006–2008, New York, New York

Involved in all phases of brand creation, development and management, working with clients to create strong, clear brands and guide their successful implementation. Planned, designed and supervised development of all online brand applications.

Involved in new business development including communications and tools creation, pitch participation, proposal writing and client engagement sessions. Managed external consultants and vendors.

Selected clients include CaesarStone, HSBC Bank, RCS Real Estate Advisors, Relative Solutions, and Towers Perrin.

Infinia Group, Principal, Creative, 2003–2006, New York, New York

Worked closely with clients to translate brand strategies into strong identities. Developed ideas, leveraged problem-solving skills and creative thinking. Gained buy-in from senior management by presenting and articulating the impact and value of creative recommendations.

Internally, worked closely with CEO, helped build the foundation of a start-up brand identity firm, played a key role in the early development of the creative practice, and spearheaded creative initiatives that helped win many engagements and furthered ongoing client relationships.

Selected clients include Aderant/Francisco Partners, Affinia/Cypress Group, Albertsons, Avista Capital Partners, BearingPoint, BNP Paribas, Dell Services, Galen, Knowledge Networks, McKesson, and Opinion Research Corporation.

Design Direction, Design Director/Owner, 2001–2003, Richmond, Virginia

Ran a small office serving local design/advertising agencies with brand identity direction. Services included logo creation, brand architecture, visual system design, advertising campaigns, and annual report direction.

Selected clients include Anthem Blue Cross and Blue Shield, First Market Bank, GE Financial, Hill-Rom, Klöckner Pentaplast, and Saxon Mortgage.

Enterprise | IG (Brand Union), Senior Designer, 2000–2001, New York, New York

Involved in logo development, brand architecture, identity systems, and guidelines. Worked with clients, vendors, and freelancers in support of the creative lead.

Selected clients include Blue Cross and Blue Shield of Florida, Incepture, Foresters, Merck & Co., Metavante, and Spencer Stuart.

Payne, Ross & Associates, Art Director, 1998–2000, Charlottesville, Virginia

Selected clients include Darden School of Business, Klöckner Pentaplast, Standard & Poors', United Way Foundation, University of Virginia, Virginia National Bank, and W. Alton Jones Foundation.

Virginia Commonwealth University

Bachelor of Fine Arts, Communication Arts and Design, 1998

Dean's List, 1995–1998

References available on request.