

James Kocsis

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PROFESSIONAL SUMMARY

My professional career as a creative has come in many shapes and sizes, spanning from intern to Art Director and everything in between. Over the past fourteen years I have been responsible for creating and overseeing the entire spectrum of visual communications for a wide variety of companies, agencies and freelance clients. This includes, but is not limited to: print and web ad campaigns, packaging, logos, identity packages, trade show booths, full website design, user interface design, iPhone app design, Flash animation for web and interactive-based presentations, and photography.

Aside from the actual production work, I have also thrived on mentoring and directing design and freelance staff, as well as coordinated vendors and media purchasing and placement.

I also go above and beyond to help out with video and audio editing and overall Macintosh support.

All of this has shaped me into one of the most well-rounded creative individuals whose know how gets the job done professionally, on-brand and under budget.

KEY EXPERIENCE



Art Director
METRO-GOLDWYN-MAYER
LOS ANGELES, CA
Feb. 2007-Present

Besides being one of the most recognizable global brands in any industry, MGM also holds one of the world's largest modern film library with over 4100 titles. I shifted my mostly print background over to the web in order to work in an industry which I knew I could thrive in.

My responsibilities include art direction of visual content created by myself and other content creators both in-house and freelance, for the sites that fall under the in-house web team's authority. These include MGM.com (new site currently in beta), Stargate.MGM.com, AmericanGladiators.com, MGMHD.com, as well as the YouTube channels for American Gladiators and Impact (VOD channel). The content includes full site UI/UX design, scheduled promotions, banners and buttons, wallpapers, and Flash video players. I also design all email marketing for the studio including the monthly Lion's Roar Newsletters.

In addition, I handled all artwork for initial title deliveries to iTunes, Amazon, Hulu, and Xbox download/streaming services. This involved hands-on work with DVD & 1-sheet key art, title treatments and mechanicals. I also worked closely with Apple to ensure iTunes title page designs met or exceeded MGM branding and quality guidelines.

More recently the studio has entered the iPhone App market with 5 popular soundboard apps which I became the creative and UI/UX lead on. These apps have been downloaded over 200,000 and have generated additional revenue and brand awareness for the studio.

Additional responsibilities include video processing and editing, audio editing, presentation design and animation, and print design.



Art Director

**DISKEEPER CORPORATION
BURBANK, CA**

Nov. 2003 - Feb. 2007

Diskeeper Corporation is the industry leader in disk defragmentation software for Windows-based computers with over 30 million licenses sold to the enterprise and home markets.

I was responsible for all print creative and design for the software maker. This included all print advertising, product packaging, marketing collateral, and trade show booth design. Attended press checks for print and color accuracy.

While I was on staff the company changed its name from "Executive Software" to "Diskeeper Corporation" for which I headed the identity shift by creating a new corporate logo along with a full branding and identity style guide.

In addition I also handled all photography and email marketing design/coding as well as directed freelance artists when they were needed.



Art Director

**RHYTHM TECH
NEW ROCHELLE, NY**

Feb. 1998 - Sep. 2001

Being a musician only fueled my creativity and passion that went in to my work for this percussion instruments manufacturer, most famous for the innovative crescent-shaped tambourine design.

My responsibilities included all advertising and marketing design, packaging design, product printing design, trade show booth design and planning, and website design and coding. One of the more interesting aspects of this position was the wide gamut of printing that was involved in creating the packaging, products and even shipping boxes. This provided me with the experience of preparing art for offset printing (sheet fed & web press), screen printing, pad printing, and printing on corrugated cardboard, all ranging from 1-color to 6-color and more.

In addition, I would also sit in on new product brainstorming meetings to give input on industrial design and possible manufacturing processes.

I also handled A&R for the last few months of my tenure. This involved acquiring new artist endorsers and managing existing endorsers.



Art Director

**SK&C ADVERTISING
HARRISON, NY**

Oct. 1996 - Oct. 1998

Starting out as an intern, I quickly rose through the ranks of this Westchester county based advertising agency to the position of Art Director, supervising the art department and freelance staff.

Travel and leisure was the main focus of this full-service agency as well as doing work for small to medium-sized local businesses. My responsibilities included ad layout for national and international campaigns, marketing collateral design, paste-up (yes, with actual spray mount), and some early web design.

In addition I would art direct photo shoots and attend press checks to ensure quality products for our client roster.

FREELANCE

Oct. 1996 - Present

Whether full-time or on weekends I have been able to maintain a steady freelance business in print and web design.

Project management, print buying, and media placement in addition to the actual creative work all play major roles in my freelance business.

I have found it very rewarding to have this additional creative outlet in my life as it allows me to work in areas that might not be the main focus of my full-time gig.

EDUCATION & SKILLS

Besides having a natural talent for art, design, and all things creative, the majority of my training was obtained on the job, being mentored by creative directors and other creative supervisors throughout my career. I trained at The Macintosh Learning Center in New York City in which I received certification for Photoshop, Illustrator, and QuarkXpress, all of which I have used on a daily basis throughout my career.

Additional skills and software include but are not limited to: Adobe CS4, Cinema 4D, Flash, Final Cut Pro, ProTools, Microsoft Office, iLife, iWork, as well as a multitude of other smaller apps and utilities.

I am also very proficient in Mac troubleshooting which helps eliminate downtime due to any technical issues.

INTERESTS

I am currently the drummer for LA-based rock trio Lost Marauders, gigging around LA on a regular basis. More info about the band can be found at: MySpace.com/LostMarauders. Needless to say my affinity for music is, at times, cause for concern. Passing my office or cubicle, individuals have the "pleasure" of sampling everything from Jazz & Classical to Death Metal & Hardcore Punk (with some show tunes and movie quotes thrown in for good measure).

I have a passion for technology and whatever Steve Jobs tells me to buy. I listen to and contribute to several tech podcasts with reviews, interviews and artwork. I maintain a blog as well as accounts on several social media sites.

I do get off my butt once in a while to enjoy skiing, hiking, swimming, photography, and the ever-present game of "Name That Typeface."

REFERENCES

PROFESSIONAL REFERENCES

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