



James Sharper

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James has worked in the new media and design fields for over 12 years and has a broad knowledge of current and emerging media, technologies and platforms. His skill set includes web design and strategy, information architecture, user interaction design as well as brand strategy. James has acted in a variety of roles from Creative Director to Project Manager; he assists clients in understanding media convergence and the underlying implications for consumers, producers, content creators, advertisers and marketers; he offers direction and strategy and a pro-active stance so that this “convergence” isn’t something that happens to a company but something a company actively participates in.

#### **District Curators, Inc. (DCI) Production**

Producer 2003 - Present

Assist in all aspects of production for Washington, DC based company focused on making independent feature films and documentaries.

- Edits scripts in consultation with executive producers.
- Meets with potential investors and stake holders to evangelize projects, work closely with executive producer in negotiations with talent and their representatives.
- Assists in the identification, development and production of new projects.
- Identify technologies, processes and workflows which give the company maximum production value at minimum cost.
- Identifies new distribution opportunities leveraging advances in digital cinema and the increase in broadband internet penetration.
- Co-produced, directed and edited “Songs of Freedom” documentary for NOAH (The National Organization for the Advancement of Haitians) for use in fund raising to support clinics in the struggling island nation.
- Co-produced “Songs of Freedom” a successful benefit concert for NOAH and the Siméus Foundation at Club 9:30.

#### **BigheadGenius (formerly slickDigital Creative Consulting)**

Creative Director, Founder 2001 - Present

Established a small design and media services consultancy in Washington, DC.

- In conjunction with the National Association for Equal Opportunities in Higher Education created a successful integrated AIDS awareness campaign sponsored by The Centers for Disease Control and The US Dept. of Health. The campaign targeted 200 historically black colleges and universities.
- Provides user experience and convergence consulting, brand and web strategy for IPTV start-up, ZoogaTV.com.
- Clients include The American Civil Liberties Union of Northern California, The United States Department of Defense, Allstate Insurance, Korman Marketing Group and Henninger Media Services and ZoogaTV.com.

#### **Fathom Creative**

User Experience Director/ Information Architect, Project Manager - 2007

Tasked with building a User Experience competency for a small but prominent Washington DC based design firm.

- Implemented best practice based development processes to augment the company’s strong design competency.
- Wrote proposals, conducted requirements definition sessions, drafted project plans and creative briefs.
- Advised and educated clients on a wide range of issues affecting their web presence, including interactive branding, current technologies, emerging trends and media convergence.
- New processes were key in winning the firm a contract with Banner & Witcoff, a respected intellectual property law firm. This was the firms largest web design and development contract in its 12 year history.

## **EXPERIENCE**

### **IBM Global Services, Interactive Branding and Design**

Creative Lead, Art Director 2000 – 2001

Working closely with client and IBM technical and creative teams, directed final creative approach for visual design.

- With information architects and front end technologists, conceptualized and determined user experiences.
- Directed design teams through the development process, and was responsible for the overall look and feel of user interface.
- Played a key role in defining the development methodology and project workflow.
- Wrote creative briefs, design defenses and competitive analyses.
- Provided cost estimates for project proposals and managed project tasks/ hours against schedule.

### **IBM Global Services, Interactive Branding and Design**

Media Director 1999

Responsible for strategizing the deployment and creative integration of broadband content.

- Collaborated with technical and creative teams to ensure deliverables conformed to project technical requirements and industry best practices.
- Identified emerging technologies and processes to enhance efficiency and competitiveness.
- Supervised designers and production artists.

## **EXPERIENCE**

### **Price Waterhouse LLP / PricewaterhouseCoopers LLP**

New Media Project Manager 1997 –1999

Successfully developed New Media competency and workflow for the Marketing and Creative Services Department of PricewaterhouseCoopers Arlington, VA practice.

- Assisted internal and external clients in developing striking, intuitive, and cost effective solutions.
- Identified software and hardware, as well as core competencies and skills sets of the new media group.
- Designed and implemented a more efficient workflow which decreased costs and project turnaround time and increased the departments return on investment.
- Greatly reduced outsourcing of video, web and multimedia projects by making internal production more cost effective while simultaneously improving quality.
- Improved the visual and technical quality of deliverables which was instrumental in converting the Marketing and Creative Services Group from a cost center to a profit center.
- Managed the redesign of the U.S. Department of Education's Project EASI web site. It was of extreme importance to the Department of Education that their site delivered information in an intuitive, efficient yet esthetically pleasing manner; assembled a team of designers and developers, and was the Art Director and Project Manager for the project. Work in designing an elegant and easy to use interface garnered PwC new work. The site received numerous accolades
- Work in building this competency earned a nomination for PwC Innovation Award (1999).

### **Freelance Writer, Graphic Designer, Artist**

1993 –1997

**EDUCATION**

**Howard University**  
Bachelor of Fine Arts, Experimental Studio

**School of the Art Institute of Chicago**  
First Year Program, Time Arts

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**SKILLS**

**Expertise**  
Creative Direction, Art Director, Project Management, Interaction and User Experience Design, Brand Strategy, Web Strategy, Media Convergence Strategy, Information Architecture, Audio/ Video Editing

**Software**  
Adobe Photoshop, Adobe ImageReady, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Director, Adobe DreamWeaver, Adobe Flash, Adobe Fireworks, Apple Final Cut, Apple DVD Studio Pro, Apple Motion, Bias Peak, Discreet Combustion, Propellerhead Reason

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**CLIENTS**

AKQA	Los Angeles County Courts
All State Insurance	National Association for Equal Opportunities in Higher Education
American Civil Liberties Union of Northern California	Navigation Arts
American Institute of Architects	QualityUrbanLiving
Café Nema	Rob Free/ Galaxy 9 Productions
The Clark Group	rctcm
Daoud and Partners	The Source Magazine
DCI Production	United States Department of Education
District Curators Inc.	United States Department of Defense
Girl Scouts of the USA	United States Department of Agriculture
GlaxoSmithKlien	United States Mint
Henninger Media Services	The Young Lions
IBM	ZoogaTV
Korman Marketing Group	
Last Word Productions/ Dr. Julianne Malveaux	