



## James van Kriedt

I'm a graphic designer and illustrator with a passion for typography, vintage design and modernity. Before arriving here, I earned a Bachelor of Arts in Industrial Design from San Francisco State University with an emphasis in visual communication and design. Along the way, I worked in the food and wine sector, becoming an oenophile, sommelier and astute observer. I regard varied experience, curiosity and an open mind among my artistic assets.

## Professional Experience

### JVK DESIGN

Principal/Art Director  
2009 – PRESENT  
San Francisco Bay Area

Manage and operate graphic design business specializing in the food, wine and hospitality industries. Execute all aspects of design from conception to application. Clients include: Padrecito, Audio Discotech, Rocking K Vineyards, Bergerac, The Lark Santa Barbara, Nichelini General Engineering Contractors, Taylor Kraft Salon, Social Club of Petaluma (*partial list*).

### ALYSSA WARNOCK DESIGN STUDIO

Lead Designer  
2012 – PRESENT  
San Francisco Bay Area

Assist in the production and creation of assets for Alyssa Warnock Design Studio. Clients include: La Boulange Café & Bakery, Starbucks, Swanson Vineyards, Brentwood & Marin Country Marts.

### THE TIPSYPIG

Manager / Wine Director  
2009 – 2013  
San Francisco

Served as manager at an extremely busy, popular restaurant/bar Responsible for: staff management and education, wine list development, vendor relations (beverage wholesalers, wine distributors)

## Skills

### DESIGN

- > Visual Identity
- > Typography & Lettering
- > Front End Web Design
- > Illustration

### SOFTWARE

- > Adobe Creative Suite
- > Fontlab Studio

## Education

### SAN FRANCISCO STATE UNIVERSITY

*Bachelor of Arts, Industrial Arts*

### WINE AND SPIRITS EDUCATION TRUST

*Advanced Level Sommelier*

### UNIVERSITY OF SOUTHERN CALIFORNIA

*(focus: film criticism)*