



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, obsessive 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.

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

Serve 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)

The Lark

A luxurious era in American rail travel extended from the 1920s through the 1950s. During this golden age of railroading, California was the destination for many of the nation's famous transcontinental trains, including The Lark. This namesake line ran the tracks that lie nearby the restaurant. The design for the Lark embodies the ambience and magic of the days and nights of bygone rail travel, without reliance on the conventional imagery associated with trains.

*Designed at Butchershop Creative
cd. Trevor Hubbard*

