

# JIM CRAIG

## CREATIVE DIRECTOR/ BRAND BUILDER/ MULTI-CHANNEL DESIGNER/

PORTFOLIO/  
theotherjimcraig.com

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### IN A NUTSHELL/

I'm a creative director with deep roots in design and storytelling, and a career spent helping brands find their voice. From launching premium wine labels to guiding enterprise tech campaigns, I've built a practice that blends strategic, big-picture thinking with hands-on craft. I love collaborating across disciplines, mentoring teams, and rolling up my sleeves to make sure the final work doesn't just look good—it truly connects with people.

Having led the charge in brand development, advertising, product marketing, and all things creative and design, I've got a knack for:

**Sparkling brand growth:** crafting powerful brand platforms, campaigns, and creative work that genuinely stands out, all by tapping into what really resonates with people.

**Empowering teams:** aligning the internal structures, processes, and tools that get everyone excited and rowing in the same direction toward a shared brand and project vision.

**Collaboration:** I'm a true believer in the power of collective expertise, and that everyone brings their own unique superpowers to the table. I focus on building and supporting team cultures where trust comes first, innovation thrives, success is celebrated, and the best work always starts with "we..."

### THE GOODS/

#### LEADERSHIP & TEAM DEVELOPMENT/

- **Built and led creative teams** in both agency and in-house settings, helping designers grow while keeping projects on track.
- **Hired, resourced, and coached designers**, giving them the support and feedback they needed to succeed.
- **Helped onboard new teammates** (most recently at Brighton Jones), putting processes in place so the group could hit the ground running.
- Known for **balancing big-picture direction with a willingness to dive into the work** myself.

#### BRAND & CAMPAIGN CREATIVE/

- Directed brand design and marketing work at **Doubleknot Creative (2011-2025)**, shaping everything from wine and spirits packaging to enterprise tech campaigns.
- Partnered with brands like **Microsoft, Ste. Michelle Wine Estates, ServiceNow, and Seattle Aquarium**, helping them refine their story, connect with new audiences, and promote product in fresh ways.
- At **Getty Images (2001-2011)**, guided global campaigns and digital experiences, ensuring the brand showed up consistently across every touchpoint.

#### MULTI-CHANNEL EXECUTION/

- Equally at home in **digital, print, motion, and environmental design**, I'm comfortable taking projects from first sketch to final delivery. My work blends strategy and craft, translating complex stories into clear, human-centered experiences that connect with audiences.

#### Highlights include:

- Building **premium wine and spirits brands** where naming, packaging, and storytelling all work in concert.
- Developing **innovative digital campaigns** for global tech leaders that simplify intricate ideas without losing substance.
- Leading **brand identity refreshes** for cultural and nonprofit organizations, balancing creativity with clarity.
- Designing **experiential spaces and installations** that extend brand storytelling into the physical world.

#### GLOBAL & CROSS-FUNCTIONAL COLLABORATION/

- Worked with teams in **Seattle, New York, London, and beyond** at Getty Images, aligning creative efforts across international markets.
- Comfortable **navigating complex projects** with clients, internal stakeholders, and external vendors.
- Brings a **mix of strategic thinking and design craft**—making sure the work not only looks sharp but also delivers results.

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### **NUTS & BOLTS/** **EMPLOYMENT/**

**Brighton Jones**  
**Head of Creative**  
**April 2025 – July 2025**

Supported the onboarding of several former colleagues into the in-house marketing team, and worked to establish the structure, processes, and creative rhythms that set the group up for success. Collaborated with the broader Brighton Jones team on various marketing initiatives, both client-facing and internal, to help elevate overall brand perception.

**Doubleknot Creative**  
**Creative Director**  
**September 2011 – March 2025**

Led brand and marketing work across industries—from premium wine and spirits to enterprise tech and entertainment. Known for rolling up sleeves and staying hands-on from concept through production, blending creative direction with a deep understanding of craft and process. Also managed and mentored design teams, guided hiring and staffing, and helped steer long-term business and brand strategy.

**Getty Images**  
**Senior Art Director**  
**June 2001 – March 2011**

Directed creative strategy and execution across campaigns, digital experiences, and brand initiatives in a multi-disciplinary in-house studio. Collaborated with teams in Seattle, New York, London, and further abroad, and also managed external agencies. Projects ranged from global integrated media campaigns, to the ongoing evolution of [gettyimages.com](http://gettyimages.com) and its' sister sites, to quick-turn tactical work.

**Honkworm International**  
**Designer**  
**June 2000 – June 2001**

Designed branded content for major advertisers including Budweiser, Absolut, and Michelin. Contributed to series development, marketing, and multimedia production, while maintaining a cohesive and distinct Honkworm visual identity.

**KCTS Television**  
**Senior Designer**  
**November 1995 – June 2000**

Created motion graphics, broadcast design, and marketing support for Seattle's public television station—translating complex stories into engaging visual experiences across on-air, digital, and print media.

### **EDUCATION/**

**University of Washington, 1995**  
BFA, Graphic Design  
BA, General Art (Painting, Drawing and Photography)