

**James C. Smith**

James C. Smith is the founding partner of Smith Design, an award-winning brand design firm with offices in Glen Ridge, New Jersey and Carmel, California. The firm's expertise focuses on brand identity, package design and promotional design for leading consumer brands and companies, including: Unilever Foods, Disney, Popsicle, Breyers, Hain Celestial, Scholastic Media, Johanna Foods, Pepperidge Farm, Skippy, Kellogg's, Rubbermaid, among others.

**Professional Background**

James currently serves as President and Creative Director at Smith Design and has led brand development and packaging design projects for leading brands in diverse categories, including: food and beverage, electronics, snacks, dairy, ice cream, construction materials, stationery supplies, toys, housewares and others.

James and the work of Smith Design has been featured in Brandweek, USA Today, The Washington Post, Packaging Digest, HOW Magazine, Brand Packaging Magazine, Dairy Foods, NJ Business, Dynamic Graphics Magazine, New Products Magazine, Food and Drug Packaging, The Toy Book, among others. In addition, their work has been published in numerous design annuals and hardcover design books.

Smith Design is the recipient of dozens of design awards, including: American Graphic Design, Creativity, LIMA Jasper Gold, Smart Marketing, NJPEC Gold, Visual Impact, Davey, ADCNJ, American Corporate Identity, AIGA, IOPP and an International Award: The WorldStar/World Packaging Organization. A poster design was also selected for the permanent collection of the US Library of Congress.

**Education/Affiliations**

James attended Seton Hall University, Visual Arts and graduated from NY Phoenix School of Design. He is a 2-term past President of the ADCNJ, and a member the New York Art Directors Club, The Type Director's Club, Design Management Institute, AIGA, the International Type Association, MarCom, and is a Hall of Fame member of the New Jersey Packaging Executives Club and the NJ Ad Club.

**Community**

James is on the advisory boards of Morris County Community College and Middleton Early Learning Centers. For the past 10 years, he is the sole sponsor of two Academic Scholarships benefiting Package Design Students (one through the New Jersey Packaging Executives Club and the other through the Art Directors Club of New Jersey). In addition, Smith Design has supported many causes and professional and charitable organizations through pro-bono work, including: Hearts of Gold-NYC, The Park Avenue Club, NJ Packaging Executives Club, YMCA, NY City Parks, Glen Ridge Schools, Suburban Essex Chamber of Commerce, Christ Church Nursery School, Middleton Early Learning Center, Tropical Clinics and the Glen Ridge Historical Society.

**Contact Information:**

Smith Design  
Phone: 973 429-2177  
james@smithdesign.com  
**smithdesign.com**