

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 such as Unilever Foods, Popsicle, Breyers, Pepperidge Farm, Skippy, Kellogg's, Borden 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 beverages, snacks, dairy, ice cream, to 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, among others. In addition, his work has been published in numerous design annuals and hard cover design books.

Smith Design is the recipient of many awards including: American Graphic Design, Creativity, Jasper Gold, Smart Marketing, NJPEC Gold, Visual Impact, Silver Davey, ADCNJ, American Corporate Identity, AIGA among others.

Education/Affiliations

James attended Seton Hall University, Visual Arts and graduated from NY Phoenix School of Design. He is 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 and New Jersey Packaging Executives Club.

Community

James is on the advisory boards of Morris County Community College, and Middleton Early Learning Centers. James and his partner, Laraine Blauvelt, sponsor two Academic Scholarships for Package Design, through New Jersey Packaging Executives Club and Art Director's Club of New Jersey.

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