

ORUGA

Oruga Logo

CHALLENGE: Design a word mark for the Oruga bag that implies “easy assembly.”

SOLUTION: The final word mark uses a custom typeface to create the word “Oruga.” The letters look incomplete, like they are parts or pieces that can be used for assembly.



Oruga Bag

CHALLENGE: Create a product that solves a socioeconomic issue in third world countries.

SOLUTION: The Oruga bag, which was originally built with duct tape, is an open source design that can be used in transient communities for the transportation of water and other goods.



Oruga Poster

CHALLENGE: Extend the design of the Oruga bag to transient communities.
SOLUTION: The two-sided Oruga poster can be printed cheaply and distributed widely. It is both a tool for building awareness and an easy-to-use guide for assembly of the bag.



Daiwa Logo

CHALLENGE: Give personality and depth to a large, multi-national securities firm.

SOLUTION: Using the Japanese imperial seal as an inflection point, the new mark and type treatment distinguish Daiwa through the use of depth, dimension and sophistication.



Kansas City Southern Annual Report

CHALLENGE: Make the smallest class one railroad in America a modern agent of change.
SOLUTION: By combining a strategy for the future with financial results, the Kansas City Southern annual report plots a course for progressive change.

TRADITIONAL  MEDICINALS

Traditional Medicinals Logo

CHALLENGE: Design a logo mark that accentuates the qualities of Traditional Medicinals' teas.

SOLUTION: Through the combination of a strong "T" and tea leaves, the mark becomes a torch and symbol of Traditional Medicinals work.



Traditional Medicinals Stationery

CHALLENGE: Translate the identity into an attractive and practical stationery suite.

SOLUTION: Using botanical illustrations and clean type, the stationery suite magnifies the clean and pure look of the identity.



Traditional Medicinals Packaging

CHALLENGE: Magnify feelings of health and purity through the creation of a packaging strategy.

SOLUTION: Form and function combine to create a packaging suite that is clean, beautiful and unique. The packaging captures the beauty of tea as a medicinal solution.

JIM SCHACHTERLE

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Objective

Inspire, lead and design great thinking

Experience

October 2008 to Present
Partner & Creative Director, BeDo, Inc.

October 2007 to December 2007
Strategy Intern, Unboundary

February 2006 to September 2006
International Product Manager, Pearson Education

January 2005 to February 2006
Strategic Alliance Director, Wharton School Publishing,
Pearson Education

August 2002 to December 2004
Executive Editor, Cisco Press, Pearson Education

June 2000 to August 2002
Acquisitions Editor, Osborne/McGraw-Hill

Education

1993 to 1997
Bachelor of Arts in Philosophy, University of Missouri

2006 to 2008
Portfolio Center, Atlanta, GA

Technical Skills

Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign
CS3, Adobe Dreamweaver, Basic Adobe Flash CS3, Adobe Acrobat
Professional, QuarkXPress, FontLab Studio, Google SketchUp and
Microsoft Office