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ESSEX JAMES

Senior Instructional & Graphic Designer, Integrated Loyalty Systems

With over three decades of graphic design experience, Essex draws upon his comprehensive understanding of design elements and technology to establish and maintain ILS's print and online brand.

Essex's tenure in the design field has afforded him the opportunity to become an expert user in multiple software platforms, including Adobe products, JIRA, Visio, Google Sketchup Pro, HTML, Arbortext Editor, Wordpress, and virtual realty OpenSimulator. He is also well-versed in both Microsoft and Apple computer systems, and has the unique ability to identify the best systems and software for each project based on its intended audience. He graduated from Florida A&M University with a degree in Graphic Art Technology, a Master's degree in Instructional Design & Technology from the University of Central Florida, and a Graduate Certificate in Training Simulation focusing on advanced learning to ensure learning is transferred.

As Integrated Loyalty System's Senior Instructional and Graphics Designer, Essex is responsible for developing ILS' learning systems and technology, establishing and maintaining branding guidelines, and web-based and print materials for internal and external use. He works in tandem with ILS facilitators to translate their work with clients into course curriculum, training aids, engaging videos, and animated infographics, in addition to illustrating original graphics and related materials to meet company needs.

Essex brings a dynamic skill set to his current role by drawing upon his extensive professional history, which includes providing graphic arts and technical illustration used in advanced military systems and training operations for multiple defense and aerospace companies. Highlights of his career have included his work as a News Staff Artist for the Tampa Tribune's four-page special on the Hillsborough River Basin voted as 1998's best enterprise section. He also served as the Visual Team Leader for Design Concepts with Parsons Water Infrastructure in the EAA 1-A Reservoir project, where his work was presented at the 2006 Creative Design Summit in CA.

Essex has also enjoyed personal success from his endeavors, having illustrated multiple children's books, including the *Fly and the Hippo* (Farmor Publishing Group) and *A Seed of Possibility*.

When he is not working, Essex enjoys playing online games, gardening, cycling, and classic western films. He also has a love of Jazz and is the DJ for a smooth jazz station on accessRadio247.

