

Your creative partner in marketing

Creative Direction / Art Direction / Design / Photography / Branding / Illustration / Copywriting



bio
Janis Sturdevant

Principal and Creative Director, Janis Sturdevant, is a veteran in advertising, direct marketing, catalogs, corporate identity, packaging, and marketing design. **s|studios**, offering full-service Creative Marketing, was established in 2002.

Clients have included: Ambrosia, Benson Marketing, Biosearch Technologies, BigTray, ChannelNet, Checcetti Wines, Discovery Toys, Epson, Inc., Woodall's and Good Sam Family, IFS/America's Lemonade Stand, Intuit, Jacuzzi's "Living the SpaLife", Loire Valley Wines, O&K Reach, Organic Bouquet, SanMar Apparel, Seabear, Starbucks, Time, Inc., Wells Fargo, Wine.com, Wine Tasting Network Catalog Launch (winetasting.com, Ambrosia, Napa Connection) and others.

After earning her BFA in Graphic Design/Illustration from Colorado State University, Janis held numerous creative positions at agencies and design firms. Her first venture, JS+A Direct in Pasadena, CA, serviced the Southern California Direct Marketing Community. During that time, Janis served on the Board of Directors of the Los Angeles Creative Club, where she produced one of the most highly attended presentations on the topic of Direct Marketing Creative Development and was an active member of the Direct Marketing Creative Guild/Southern California.

Janis joined catalog agency, MoreNow/BHKR of Sausalito, CA, in 1991 as Senior Art Director before becoming Associate Creative Director for The Haggin Group in 1993. While on staff, she designed catalogs and direct marketing programs for Garden Botanika, Sugar Hill, Starbucks, Coca-Cola, Playboy Enterprises, SeaBear, SunGlass Hut, Armoire, and others.

Janis more recently worked with Bensussen, Deutsch and Associates, in Woodinville, WA. As Creative Services Manager, her division was responsible for catalogs, company stores and e-commerce site development for Pepsi, Bank of America, Honda/Acura, Holland of America, Medtronic and Intel.

Janis has earned a number of prestigious awards, including Echo, American Catalog Gold and Silver Awards, Pioneer, and Addy, all judged on performance and high standards of creative and marketing excellence.

Located in the San Francisco Bay Area, **s|studios** welcomes new creative challenges and works hard to help other companies achieve measurable results.



s|studios blends strategic marketing with creative artistry to produce measurable results.

AREAS OF EXPERTISE:

- New Product Launch and Branding
- Advertising, Print Collateral, Presentations
- Omni / Multi-Channel Marketing
- Direct Response Print & Digital Channels
- Consumer / Retail / B2B Catalogs & eCommerce
- Publications, Packaging, POS, Tradeshows
- School and Non-Profit Fundraising
- Magazine Subscriptions and Clubs

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ads/collateral

Ambrosia Wines
 American Dairy Association
 Atari (Lynx)
 Benefit Cosmetics
 California Milk Advisory Board
 California Iceberg Lettuce Commission
 California Olive Industry
 C&C Cola
 Centinela Hospital
 Corinne West
 Cling Peach Advisory Board
 Encino Hospital
 Girl Scouts of America
 Heublein National Accounts Division
 Mattel
 Maya Tulum Resort (Mexico)
 Mountain Gate Shopping Mall
 Pura Vida Resort (Costa Rica)
 Power Up Software
 Seattle Art Museum
 Smirnoff
 SyberVision
 The River Club/Telluride
 UC/Berkeley
 United Vintners
 Wallpapers To Go
 Wine.com

direct mail

Ambrosia Wines
 Beverages & more!
 Bicycle Rider Magazine
 BigTray
 Blue Cross
 Boy Scouts of America
 Cellular One
 Channel Net
 Easter Seals
 Entrepreneur Media, Inc.
 FHP Health Care
 First Interstate Bank
 Home Savings of America
 JC Penney Shopping Channel
 Launch (CD-ROM Magazine)
 Merle Norman
 Organic Bouquet
 Proxima
 Software Toolworks
 The Salvation Army
 Santa Anita Racetrack
 Starfish Software
 TransAmerica
 TRW Business Services
 United Airlines Mileage Plus
 U.S. Olympic Society
 Wells Fargo
 Weight Watchers

catalogs

America's Lemonade Stand
 Ambrosia Wines
 Armoire
 Attitudes
 Bank of America
 BigTray
 Bindertek
 Coca-Cola
 Charles Schwab
 Charlie Miller's Fan Club
 Delta AirLines
 DAK Catalog
 Discovery Toys
 Ethel M Chocolats
 FTD Flowers
 Garden Botanika
 Jacuzzi/Sundance Spas
 Hewlett-Packard
 Holland of America
 Honda/Acura
 Illuminations
 Intel
 Jafra Cosmetics
 Kaiser Crow
 LucasArts Entertainment Co.
 Metropolitan Opera
 Mystic Seaport Museum
 Nabisco
 Pepsi
 Playboy
 President Tuxedo Groom's Guide
 Republic Pictures/Blackhawk
 SanMar
 Schurman Fine Papers
 Seabear
 Smyers Glass
 Software Toolworks
 Sally Foster
 Starbucks
 Sugar Hill
 Sundance
 Sunglass Hut/Ray-Ban
 SyberVision SkyMall
 Taco Bell
 Time Direct Ventures
 Upper Deck Authenticated
 Warner Brothers
 Wells Fargo Bank
 Wine Tasting Network

School Fundraising products
Wine and Gift Baskets
Woman's designer apparel
Electronics, houseware, gifts
Corporate logo merchandise
Restaurant equipment and supplies
Binders, organization systems, office products
Logo merchandise, gifts, collectibles
Investment related products
Major league logo casual sportswear
Corporate logo merchandise
Electronics
Educational toys, books, audio, software
Premium chocolats and gift packs
Flower bouquets, gifts
Beauty and body care products
Spa and Patio Related Products
Computer printers
Corporate logo merchandise
Corporate logo merchandise
Candles, houseware, gifts
Corporate logo merchandise
Beauty and skin care
Houseware, gifts
Logo merchandise, games, toys, collectibles
Logo merchandise, music related gift products
Houseware, gifts, apparel
Food gift packs, logo merchandise
Corporate logo merchandise
Logo merchandise, apparel, videos, gifts, memorabilia
Tuxedo apparel and accessories rental
Classic movie videos
Casual apparel and accessories – promotional products
Social expression products, publishing
Smoked salmon, specialty foods, houseware, gift packs
Hand-blown glass products
Computer software
School Fundraising products
Coffee, specialty foods, coffee related products, gift packs
Upscale home and products by artisans, jewelry, apparel
Houseware, gifts, apparel, jewelry
Sunglasses and accessories
Language learning tapes
Logo merchandise
School Fundraising – Magazine Subscriptions
Sports superstar trading cards and collectables
Logo merchandise, gifts, collectibles
On-line banking services
Wine and Gift Baskets

identity

Diser
 Loire Valley Wines
 Nulaid Eggs (packaging)
 Ryder/P.I.E. Transportation
 The River Club/Telluride
 United Religions Initiative

eCommerce

Bank of America
 Delta AirLines
 Holland of America
 Intel
 Pepsi
 Texas Instruments

client kudos

Janis Sturdevant



I have been working with Janis for over two years now on a weekly if not daily basis. Never one to cut corners, Janis is extremely detailed and thorough. Whether the project be large or small, she devotes the same amount of passion, creativity and dedication to her work. In addition, her fun-loving and easy-going personality make her extremely pleasant to work with.

*Kristina Palko, Brand Manager
Ambrosia Wines*

Janis is a first-class Art Director/Designer. She knows how to create all kinds of printed materials, from collateral to direct mail, with ease and skill. She knows a lot about paper, printing and specifications. She could train people who teach stuff like that, she is that good. She is very, very good with details and deadline-aware – you HAVE to be to do the kind of catalog work she has done. She is fun and lively to work with and keeps smiling through very intense deadlines. She is a good listener and she listens for what clients want and helps them get the best results she can.

*Carol Worthington-Levy, Creative Director
Worthington Levy Creative*

Any opportunity you get to work with Janis, we highly recommend her studio. She's remarkably creative and never met a deadline she couldn't satisfy.

*Paul Mahler
Vice President, Fundraising Partnerships
Time, Inc.*

We too are very pleased with the high quality of design produced for the Starbucks catalogs, produced under your auspices at the Haggin Group. I hope the images created under your direction are as positively influential in your freelance pursuits as they have been with our customers.

*Buck Hendricks
Starbucks Coffee Company*

We are anxious to begin work on our Early Spring Catalog.

I don't want this to go to your head...but everyone on the executive team was blown away with the initial boards!

*John Zirpolo
V.P. Merchandise Planning and Control
Illuminations*



studios

client kudos

Janis Sturdevant



Janis recently worked on two of our brochures and did an absolutely wonderful job. She is extremely creative and is not afraid to try something "out-of-the-box". It is hard to find designers who bring different perspectives to their work. In addition, Janis was punctual and detail-oriented. She was an absolute pleasure to work with and I will definitely use her again!

*Karla Correa
Marketing Manager Partnership Development
Time Direct Ventures*

Janis is a wonderful graphic designer with a full range of experience and creative tools at her disposal. We worked on a campaign for a boring product but she made it come to life by her strong design and finding great photos. I highly recommend her for any project.

*Gil Zeimer, Copywriter
Zeimer's Advertising Shoppe*

I consider Janis one of the most creative and organized graphic designers I have ever worked with. She is able to handle all the details of a multi-page catalog including being on top of all photography, product copy and management constraints. She is a pleasure to work with and always very professional.

*Carol Zimmerman, V.P. Marketing
America's Lemonade Stand*

Janis delivered quality design on schedule and under budget, and was a pleasure to work with. I will not hesitate to work with s|studios in the future!

*Jason Husby, Marketing Manager
TriMark Economy Restaurant Fixtures*

Our experience with Janis was nothing than positive! She was really thorough, and on-the-timeline. Janis is a great listener...she heard what we wanted and figured out how to make it work. Janis made this catalog what it is – and it's been very successful.

*Heidi Johnson, Catalog Manager
BigTray*

s|studios not only brings a wealth of experience and ideas to our client's creative projects, they can also do miracles with tight timelines. We are very pleased with the quality and service s|studios provides.

*Markus Duffin, President
Northpoint Direct Response*



client kudos

Janis Sturdevant



I was in a meeting this week with Godwin Hlatshwayo, who is our Regional Coordinator for Africa. He said emphatically that the enthusiasm for URI in the many countries of Africa comes largely from the Charter document that we circulated last year. He said that its presentation – the authority and clarity of it – generated a profound respect for the URI. You managed, in your design, to communicate the value we placed on the ideals and our commitment to them.

Great work!!

*Thanks, Barb
Barbara H. Hartford
United Religions Initiative*

I have the highest possible recommendation for the stellar design services of Janis Sturdevant. During my years as Creative Director at the Herlihy Marketing Group in Oakland, California, Janis lent her considerable talents to numerous marketing efforts put forth by our firm. In fact, several of them – most notably a campaign for CellularOne – garnered local advertising awards for our agency, primarily on the strength of her design innovation and creative vision. She also contributed to the success of numerous other projects for clients that included Charles Schwab and Wells Fargo.

I'd gladly engage her services again and can highly recommend her talents to any agency or company interested in improving the effectiveness of any type of marketing effort.

*Dan Henry, Senior Copywriter
Grey Direct*

Janis and I have worked together on multiple projects. She is one of my favorites to work with! Very professional, talented, and a great communicator.

*Melissa Wood, Owner/Multimedia Director,
MAJMEDIA, Inc*

The cards just arrived and I'm thrilled!! Thank you so much. Your final choice of the school bus yellow was brilliant and I know our new identity will really stand out in the school fund-raising community.

*Cheryl Langreder
Fund Star, Inc.*



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