



# CAMERON JAMES

SENIOR DESIGNER

**THE FOUNDATION**

## What is your role in The Foundation?

I am a senior graphic designer; I work on a bunch of projects which can range from digital graphics to brochures to helping the team on brand projects. A lot of the work is different because the type of clients we work with are so varied. The jobs are so different, it's a bit of a challenge at times, but that's why it's so fun.

## What has been career your journey?

My journey to being a graphic designer has been a bit unconventional, but it started with me studying back home in Scotland. I got into a product design degree at University through a 2 plus 2 programme. Essentially, I did 2 years at a technical college before moving into third year at Uni. After finishing my degree I went travelling, whilst away I managed to pick up some design work as a way to earn money and have just built on it from there.

## How do you get experience in Graphic Design?

After University, I went travelling and ended up working at a bar in New Zealand where I started to pick up graphic design jobs here and there for the manager. You can pick up skills in every pursuit you go into, it's just about grabbing those opportunities when they come to you.

When I came home after my travels, I had built up a folio of work which helped me land an internship and eventually a job. I had an unpaid internship so I was also working at a restaurant on evenings/weekends to pay rent. The owner's brother ran a small print shop so I bided my time until a design position became available and when it did I grabbed the opportunity with both hands. From there I pursued a number of other design positions in a variety of sectors, which has led me to the senior role I am in today. When the position at The Foundation became available, I made the move from Scotland and the rest is history.

## What other types of work have shaped your career?

When I was travelling, and doing bar work, I learnt how valuable it is to be able to think on your feet and knowing how to stay calm when things go wrong. In design there's a lot of problem solving and figuring the best path forward. So, it really has helped me out to do that. Working in hospitality helped me develop my people skills massively which is a key part of developing strong client relationships and working well in the agency team environment .

## Quickfire Questions

### What do you do in your free time?

I like running and being outdoors, last year I did my first half-ironman triathlon...it was brutal. I like to keep my training up so my free time is normally filled with that.

### What's the best piece of advice you've received?

There's no right path to where you want to go. It all works out so sometimes you just have to roll with the punches.

### Who has inspired you?

My parents have definitely inspired me. They've both worked extremely hard in their careers and i've learnt a lot from them. My Mum worked in the NHS all through COVID so she's a bona fide hero.