

JAMES GARTNER

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SUMMARY

Designer and entrepreneur with over 15 years of experience in product development, creative advertising, user experience and driving measureable results for companies leading to high performing products and services. A capable problem solver that is focused on creating solutions that address underserved populations and ensuring usability and accessibility are embedded into all work. Utilizing experiences as a videographer, video editor, graphic designer and stylist resulting in a well rounded perspective applied to all projects with a focus on collaboration among the team and all other specialties.

PROFESSIONAL EXPERIENCE

GARTLUND VENTURES INC. & BEAUTY INNOVATIONS PROFESSIONAL INC.

2009-2021

President and Founder

- Successful entrepreneur of an award winning salon and beauty business from concept to sale of the assets in 2019. Acknowledged as a Top 200 Salon in the nation by "Salon Today" magazine for 6 consecutive years, primarily in the categories of Education, Retail and Merchandising, Salon Growth, Salon Culture and Technology.
- Established company operations that resulted in double digit year over year growth through effective management of the Finance, Employee Relations and Customer Experience processes.
- Development of cash management and budgetary process allowing for expansion of operations into second location and investment into manufacturing of proprietary professional beauty products, Beauty Innovations Professional/Balay Powder.

UX Designer/Production Designer/Editor

- Working closely with cross-functional teams to research, ideate, design, and create content for website and social media. Growing Instagram following to over 100K for @balaypowder
- Video creator for YouTube and Facebook generating thousands of views and monthly ad revenues. Focused on quick hot tips that ensure stylists are successful behind the chair and grounded in the basics of hair styling. Sourced guest artist as needed to provide technical expertise for the brand.
- Established on-line presence utilizing business support tools including but not limited to Adobe Creative Suite, Microsoft Office Suite, Intuit Small Business products and Shopify.

Product Designer/ Product Manager

- Creator of Balay Powder, an award winning powder based additive developed based on user research to address the growing need for high performing products during balayage hair coloring services. Was responsible for user research, idea inception, material sourcing, package design, market strategy, ecommerce development, distributor management and technical education.
- Utilized manufacturing network to expand into salon color and styling tools under the Balay Tools and ProPosh brands.
- Featured by Forbes Magazine and Beauty & Money conference as a product innovator in the professional beauty space.

Senior Cosmetologist/ Education Director

- Research, ideate, create, and test training systems for salon teams.
- Designed self paced technical training program that decreased the amount of non-revenue producing time in half allowing for real life experiences while growing revenue for the stylist and the business.
- Consult with other salons and beauty businesses to establish customer services and operational systems. Most notably is the development of a go to market strategy and operational model for an innovative salon recycling program deployed across North America.

PRAVANA

2008-2015

Guest Artist/Artistic Educator

A Top Educator and National Platform Artist with the fastest growing hair color company developing and delivering inspirational training that strengthens the skills, knowledge, and attitude of the professional hairdressing industry.

- Advanced course curriculum development including specialized classes for distributor class rooms and sales presentations
- Drive sales through in-salon classes, workshops, seminars, main stage shows and achieved an account conversion rate of 90%
- Managed the artistic development of The Beach Wave, the 2010 Beauty LaunchPad reader's choice best product launch and generated more than 80,000 views on YouTube. Other product launches supported were Perfection SmoothOut, Vivids Locked In, Pravana NEVO and Bombshell Brunettes.
- Increased brand presence through articles published in national trade magazines, such as Modern Salon and Beauty LaunchPad
- Preproduction product testing and development for all newly released products
- 2013: Promoted to Artistic counsel. Was 1 of 6 members that set the artistic direction for the brand, identified new products and development and well as judge for brand contests such as the show us your vivids contest.
- First winner of the PRAVANA Show Us Your Vivids educator contest.

EMPIRE EDUCATION GROUP

2008-2009

Campus Teacher Part-Time

Theory teacher for part time cosmetology program

- Awarded with the title Best Teacher for having the most prepared students who moved to the clinic floor.
- Focused on the technical refinement of the student to set the up for success in a real salon environment.

REDKEN 5th AVE.

2007-2008

Performing Artist

Conducted training to help the professional hairdressing industry earn better, learn better, and live better.

- Shadowed major artists during in-salon classes, workshops, seminars, main stage shows.
- Delivered in-salon classes and workshops
- Provide technical demonstration of artistic approaches to hair design, styling and hair coloring
- Featured quote in the REDKEN Shades EQ 20th anniversary publication

REGENCY BEAUTY INSTITUTE

2007-2008

Campus Educator

Provided education to students pursuing a career in Cosmetology.

- Focused on the adult learning theory concepts to teach pre-clinic and advanced theory classes
- Prepare and organize daily lesson plans to ensure consistency with curriculum
- Consult with all students before and after each service assessing each student's customer service and technical skills
- Stabilized hair color inventory through implementing standard practices and decreased inventory cost
- Ensured all policies and procedures were followed to be in compliance with state cosmetology and licensing laws
- Administrated continuous advanced product knowledge classes driving retail sales increase in the student salon

TRICOCI UNIVERSITY OF BEAUTY CULTURE

2007

Campus Instructor

Provided education to students pursuing a career in Cosmetology.

- Completed REDKEN Specialist and Master Specialist programs earning Advanced Educator title
- Advanced aesthetics and nail tech training with the Director of Education allowing for filling in as a backup educator for the advanced courses
- Ensured all policies and procedures were followed to be in compliance with state cosmetology and licensing laws
- Backup admissions representative with a 95% enrollment rate

EDUCATION & PROFESSIONAL DEVELOPMENT

Google Ux Design Certification 2021

Modern Salon hailed as Top Haircolorist 2013

PRAVANA Train the Trainer Program 2012

PRAVANA Advanced Educator Training 2010

PRAVANA Certified Hair Colorist, 2008

REDKEN Certified Hair Colorist, 2007
REDKEN Master Specialist, 2007
REDKEN Specialist, 2007

Licensed Cosmetology Teacher, 2007
Pivot Point - Educators of Beauty, Rockford, IL

Licensed Cosmetologist, 2006
Pivot Point - The Cosmetology and Spa Institute, Crystal Lake, IL

Coursework towards degree in Graphic Design, 2003
Elgin Community College – Elgin, IL