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JIM MOUSNER

// PRINCIPAL // CREATIVE DIRECTOR
// COMMANDER-IN-CHIEF



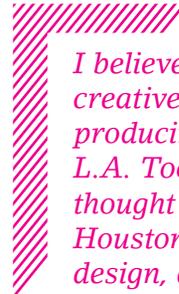
Jim embraces a definition of design that affirms and then transcends visual expression. His entire career is a conscious exercise in the discipline, including his founding two design firms while still in his 20s. Fueled by caffeine and credit cards, and 'headquartered' in a one-bedroom apartment, Jim spawned Origin in 1997.

While many fellow designers believed they had to follow the siren song of the coasts in order to do great work, Jim had a different vision. Born and raised in Houston, he attended the graphic communications program at the University of Houston, where he discovered and fell in love with graphic design. He saw the talent and energy and possibility in his hometown, and he decided to stay.

Jim's work has been included in publications such as Print, HOW and Émigré. He has been published in books like Metalheart and has directed work that has been recognized regionally and nationally. As the Creative Director of Origin, Jim leads creative ranging from national brand initiatives to condom packaging and a creative team on its path as a rising star in the Southwest.

Jim's commitment to his community extends beyond the business he founded here. He has served on the board of the Houston chapter of AIGA and was president of the former Texas chapter of AIGA. He was instrumental in founding the University of Houston Graphics Alumni Partnership, serves on the board of the organization and previously served as its president. Jim has also shared his experience with marketing students through guest lectures at Rice University, and through curriculum he has created for Academy of Art University in San Francisco.

While in after hours you would have found musician Jim on stage in must-experience-to-understand gigs, you're now more likely to hear him performing for a very appreciative home audience. Why? Jim's most precious expression of design debuted in 2012 when he and his wife Tamara welcomed perfect baby girl Minka Mousner into their family.



I believe Origin has the creative talent to rival anyone producing out of New York or L.A. Too many of my peers thought they had to leave Houston to do cutting edge design, and too many clients agreed with them. But we see opportunity here. And we deliver on it.

CONNECT

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EXPERTISE

- + *Experiential Design*
- + *Creative Direction*
- + *Design Strategy*

CAREER HIGHLIGHTS

- + *Creation in all its forms*
- + *Founded two companies before the age of 28*
- + *Authored Color Harmony: Packaging: More than 800 Colorways for Package Designs that Work*
- + *Creator of Graphic Design Curriculum for Academy of Art University*
- + *Launched an airline*



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