



James "JJ" Potasiewicz

CREATIVE DIRECTOR

DESIGN LEADER

DESIGN-BUILD STRATEGIST

Pittsburgh, PA

jjpotasiewicz.com

jj@metaformdg.com

412.400.0047

*I do my best work where design, people,
business and the realities of making
things all come together.*

EXPERIENCE Metaform Design Group / Founder / 2015 - Present

Pittsburgh, PA

Independent design practice focused on environmental graphics, wayfinding, brand development, architectural signage, and built experiences. Lead business development, client relationships, multidisciplinary teams, and projects from early strategy and design direction through documentation, fabrication coordination, and implementation.

Scott AG / Design Studio Manager / 2022 - 2025

Santa Rosa, CA

Led the in-house environmental graphics design studio serving developers, architects, and civic clients. Directed design development, client presentations, team performance, production coordination, and design-to-build workflow across large-scale projects.

Studio A.M. / Creative Agency Director / 2021 - 2022

Pittsburgh, PA

Directed creative strategy and daily operations for a multidisciplinary art and design studio, leading a 15-person team across production, marketing, events, sales, and client work.

Sign Pro Architectural / VP of Operations / 2015 - 2021

Renfrew, PA

Led operations, strategic planning, team development, financial planning, and workflow across design, sales, production, and project delivery for an architectural signage company.

Sign Innovation / Vice President / 2003 - 2015

Harmony, PA

Led design, client relationships, project execution, and business development for complex wayfinding, architectural signage, and branded-environment programs. Helped grow annual revenue from \$1.8M to \$3.2M while improving profitability.

FastSigns / Operations / Corporate Trainer / 1997 - 2003

Pittsburgh, PA

Developed the Gatekeeper System of Production Management, adopted across more than 400 franchise locations. Trained owners, managers, and production teams in workflow, accountability, and operational performance.

SELECTED IMPACT Design Leadership

Led designers and multidisciplinary teams across branding, signage, wayfinding, environmental graphics, documentation, fabrication, and installation.

Client Leadership

Primary client-facing leader with developers, architects, ownership groups, and civic agencies, leading client relationships, presentations, proposals, and project teams from early concept through implementation.

Process & Team Development

Built workflow, scheduling, communication, mentoring, and handoff systems that improved clarity, accountability, and design-to-production coordination.

Design-Build Fluency

Practical knowledge of materials, fabrication, installation, code, field conditions, budgeting, and production realities informs the creative process.

EDUCATION + TRAINING LUMA Institute - Human-Centered Design / Facilitation

SEGD - Environmental Graphic Design & Wayfinding

Southern Methodist University - Computer Science

United States Navy Class "A" Technical School - Avionics