

FOR IMMEDIATE RELEASE

Contact:
Angel Ratcliffe
912.544.1849
angel@iamparagon.com
www.iamparagon.com



Photo by Daniel Donaldson

Paragon Design Group Expands to Meet Demand for Groundbreaking Design Solutions

James Donaldson joins growing Savannah design house as Lead Design Mercenary

(Savannah, GA) April 7, 2009 - Paragon Design Group, Savannah's "triple-threat" design boutique, has expanded its team with the addition of James Donaldson, an award-winning graphic designer.

"Paragon attributes its growth and success to a continued focus on giving our clients result-driven designs. It's something we achieve through our collaborative environment with a quality team that loves problem solving," says Susan Isaacs, Paragon's Head Strategic Focus-izer. "James is an enormous asset to the team. We recognized how innovative and talented he was and felt he fit with our design philosophies and goals. Plus he's funny and balances our height quotient. We're very excited to have him with us."

In his new role as Lead Design Mercenary, Donaldson will be responsible for using his creativity-kung-fu to meet new design challenges. As a free-lancer who has worked for clients like Warner Bros., Walden Media and Disney, James' track record proves he is a self-motivated creative with a sophisticated take on design. Most recently, he used his own magical powers to design environmental graphics as part of a marketing campaign for a soon to be released Hollywood film.

James has a real passion for design: "I love that I can learn new and beautiful things everyday in design, but at the same time know that imagination is more important than knowledge. The industry is always changing, but the tools stay the same," states Donaldson. When recounting his decision to work for Paragon, he said "They really impressed me because of their level of professionalism and quality of clients. Paragon knows how to get things done. I'm also attracted to companies that are not afraid to shake things up a little."

###

About Paragon Design Group: With a clientele of local, national, and international companies, Paragon is Savannah's only design house with a trifecta of print, web, and motion graphics design. Over the last three years, Paragon has won 18 ADDY awards, five Florida Print Awards, and has had projects published in: American Corporate Identity's 2009 Annual, Layers Magazine, and Hofstra University's Marketing textbook. The core team members have 38 combined years of professional design and marketing experience, and they have individually won awards: 25 additional ADDY Awards, three Telly Awards, third place at The South East Digital Animation Festival and AIGA Best in Motion Graphics.