

Keefe Technical School Alumni Spotlight

Jim Dumas, 1997

Owner and Creative Director of Fat Basset Design

Jim Dumas is a 1997 graduate of Keefe Technical School Design and Visual Communications program and the owner of Fat Basset Design. In the years following his graduation, he traveled the world as a member of the US army, honed his craft in Boston and founded his own design firm in 2016.

Jim enlisted in the U.S. Army right out of high school and was stationed in Georgia and Kuwait from 1997 until 2000, serving as a reconnaissance specialist. He was honorably discharged and enrolled at Framingham State College (FSC) in the Fall of 2000, with his education funded with the assistance of the G.I. Bill benefits.

Following in the path of his career and technical education at Keefe, Dumas pursued a Bachelor's degree in Graphic Design at FSC. With strong foundation skills in design as a result of the time he spent at Keefe, he felt prepared for his college education.

In 2004, Dumas graduated from FSC with a BA in Graphic Design with his sights set on a career in the field of graphic design. He began his career in 2004 as a designer at the Boston Beer Company, working to create graphics for products including Samuel Adams Beer and Twisted Tea.

"Taking Visual Communications at Keefe Tech put me miles ahead of my classmates in college. In the job market this step up I had from Keefe gave me the opportunity to take on more challenging projects at work, which gave me more chances to succeed and inevitably receive multiple promotions over a relatively brief period of time," Dumas noted.

For ten years, he perfected his craft, first working on basic typesetting, graphic design, creation, purchase displays and packaging. He progressed steadily through the ranks, ultimately holding the position of Art Director.

"I had the great fortune of designing signs and packaging, I even designed tap handles. I still get a kick out of seeing handles that I designed where I eat today," he said.

His next career move was to become a freelance artist, working with people whom he was most familiar. He began a professional relationship with Keefe Tech when he was hired to rebrand the school district's image. Working closely with Adrienne Bogusky, Director of Guidance, Dumas was responsible for the creation of the new school logo, signage and branding that represent Keefe today.

Dumas' talent and skill built him a strong client base as a freelance artist, and within a short amount of time he was ready to start his own design firm. He founded Fat Basset Design, after his pet dog Josie. Fat Basset Design is a leading design firm, specializing in package design, producing beverage containers, bakery packages, and even barbeque sauce bottles.



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In addition to being the Owner, Dumas serves as Creative Director, and takes great pride in providing his clients with designs that fit their individual needs. He oversees the entire design process, from concept ideas all the way through to manufacturing. Starting with product packaging for local micro brews, his work expanded to include clients throughout New England, and now, all over the country, including companies in Ohio, California, Florida, and Michigan.

In years ahead, there's no telling what the talent of Dumas and his Fat Basset Design firm will achieve, but one thing is for certain. Dumas loves his job and feels blessed to be doing something he enjoys while providing people with artwork they are proud to show off – and it all began with a foundation at Keefe Tech.

“Something I learned at Keefe that always stuck with me was the importance of starting small to build something bigger. The tool of this lesson was making thumbnail sketches before starting any design project, and the proof is in the work,” explained Dumas, a sentiment that echoes his career path from visual design student to design firm owner. “If you have a desire to become a professional in any of the Career and Technical areas offered by Keefe Tech, a desire to get ahead and stay ahead of others in your field, and a desire to earn more money as a result, then definitely consider Keefe Tech,” he added.

For more information about Fat Basset Design, visit www.fatbassetdesign.com or follow them on Instagram: <https://www.instagram.com/fatbassetdesign/>



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