
Design entrepreneur finds success in his first love: art

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Jason Green's career path was, quite literally, a case of going back to the drawing board.

He took every available art class at Kirby High School. But instead of continuing that interest in college, he found himself majoring in biology at the University of Memphis.

Unfulfilled by "the long nights spent memorizing facts," he took an art appreciation class that brought him back his love.

"I realized that I missed art as a creative outlet and decided to change my major," said Green, 36, a graphic designer and owner of Think Signs, a four-year-old Cordova company whose clients range from individuals and small businesses to larger corporations.

His business has been -- like any good painting -- a work in progress.

He began operating out of his home in February 2003, and within three months had outgrown those confines. He then moved into a commercial space on Winchester for three years, before moving to the current location in a small shopping center on Germantown Road, near the Agricenter.

"We make everything here, in-house," said Green, whose shop is colorful and surprisingly spare, with two tables, two desks and twin Macs shadowed by the colorful rolls of vinyl against the green walls.

"Families stop and eat their ice cream from Bruster's and watch us design," he said, nodding toward the nearby sweet shop. "We moved here to expand our business and increase our walk-in customers."

Green not only has an eye for graphic design, but also a heart for children. It started last summer, when Think Signs made a banner for the Big Brothers Big Sisters Sports Ball. That led to the company marking its four-year anniversary in May by donating a portion of sales to Big Brothers Big Sisters.

"Because of the success and rapid growth that Think Signs has experienced, I felt that it was important to start giving back to the community," Green said. "My employees and I discussed ways to focus our giving, and we decided on Big Brothers Big Sisters. We had a good experience with them doing a banner last summer for their annual Sports Ball, and we felt we could help them with the good work they are doing."

Jason Green**Age:** 36**Position:** owner of Think Signs, 420 S. Germantown Road in Cordova (think-signs.com)**Hometown:** Memphis**Education:** Kirby High School; bachelor's in graphic design from University of Memphis**Hobbies:** soccer and fishing**Community involvement:** Big Brothers Big Sisters

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