

Summary of Qualifications

- Twenty four years experience in Graphic Design and a Degree in Illustration.
- Fully versed on the Mac in Photoshop, Freehand, Illustrator, Quark Express, InDesign, Go Live, PowerPoint and MS Word.
- Four years European work experience in Design and Illustration
- Knowledgeable on all aspects of printing, from prepress to production trouble shooting.
- Strong background in Packaging, P.O.P. and Web Design.

Relevant Experience

Art Director and Graphic Designer for Print Media

- Art Directed international campaigns for Burger King Promotion and Product P.O.P.
- Created Point of Purchase Displays, Billboards, Posters and Promotional Items for Burger King.
- Developed presentation materials for campaign pitches for new clients.
- Created Packaging and Point of Purchase for Guess Jeans Stores internationally.
- Developed a whole new line of stationery for Guess Jeans. (i.e. binders, notebooks, diaries, pencil holders, book bags etc.)
- Merchandised and designed several sportswear lines for adults and children's markets.

Web Designer

- Designed, developed and maintained several web sites including coac.org, southcountyseniors.org, senioradvocacyservices.org, dsmbi.com, bhpclicensing.com, stgeorges-academy.org, healthprep.com, robincloud.com, chri.ucla.edu, resamusic.com, eyeagency.com, dbsinnovative.bizland.com, roberthelfend.com, alisoviejochristianschool.org, memoryfitnessinstitute.org, corebodyfit.com, discountbooths.com, and healthprep.com

Offset Knowledge

- Worked closely with printers to achieve required design quality.
- Sourced new printing techniques to stay on the forefront of design.
- Researched new suppliers for availability and emergency printing options.
- Provided technical support at trade shows, print and screen print facilities.

Technical Skills

- Extensive Photoshop knowledge on Macintosh computer.
- Strong knowledge of Screen Printing and Offset Printing.
- Airbrush, Marker, Watercolor and Mixed Media Techniques.

Work History

Jan. 1998 - Present • Art Director/designer Freelance • Grove Graphix, Laguna Hills, Ca
April 1996 - Jan. 1998 • Art Director Burger King • Alcone Marketing Group, Irvine, Ca
Oct. 1993 - April 1996 • Graphic Designer • Tag It Design, Los Angeles, Ca.
Feb. 1992 - Oct. 1993 • Graphic Designer • B.U.M. Equipment, Los Angeles, Ca.
Jan. 1988 - Oct. 1991 • Art Director Ocean Pacific • Ocean Pacific Europe, England
Feb. 1987 - Jan. 1988 • Graphic Designer • Ocean Pacific Domestic, STS Graphics, Anaheim, Ca.
Jan. 1984 - Feb. 1987 • Graphic Designer • Various Design Studios Southern California

Education

- California State University Long Beach — Bachelor Of Fine Arts - Illustration (May 1985)

Awards and Articles of Recognition

- Best Booth Award for Magic Trade Show Spring 1994
- Merit Award for Packaging How Magazine April 1995
- Best Booth Award for Magic Trade Show Spring 1996
- Computer Arts Projects Magazine Issue 68 Feb 2005 – 6 page tutorial spread on the Nestlé Crunch Minis Launch Packaging

References and Client List

- Available Upon Request