

Resumé

Summary

Your projects will be in good hands from design to production to final end user. You get 18 years of experience, and can hand off your job assignments knowing that they will be done accurately on time and on budget. You won't be disappointed.

Qualifications

Bachelor of Fine Arts, Graphic Design.
Pratt Institute (New York City), 1984.
Fifteen years as a freelance designer and production artist. Strongest area of experience is design, production, packaging and advertising.

Software Expertise

Photoshop	Word
Quark	Freehand
Illustrator	Dreamweaver
Pagemaker	Fireworks

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Experience Overview:

Graphic Design

Catalogs, brochures, datasheets, logos, corporate image, newsletters, annual reports and packaging.

Production

Project management, budgeting, presschecks, subcontracting, bidding, art direction, revising and updating of existing designs.

Web Content

Photoshop production, web banners, animated GIF's, website modifications and updates.

Marketing and Advertising

Audience targeting, budgeting, ad design and placement, mailers, managing multiple print ads.

Signage and Show Displays

Posters, display design, tabletops, handouts, product photography.

Packaging

Software boxes, manual design, blister packaging.

Vendor Management

Working closely with printers, service bureaus, show booth manufacturers, photographers and sign makers.

Foreign Language Publications

Working with translators, copyfitting, editing, working with European printers and magazines.

Select Freelance Clients

Vishay Intertechnology
Santa Clara, CA

Siliconix
Santa Clara, CA

Arrio Communications
Santa Cruz, CA

Digital Video Systems
Los Gatos, CA

West Marine
Watsonville, CA

Synchrome Technology
Santa Cruz, CA

GEC Plessey Semiconductor
Scotts Valley, CA

Borland International
Scotts Valley, CA

The Santa Cruz Operation
Santa Cruz, CA

Landor Associates
San Francisco, CA

Sidjakov, Berman & Gomez
San Francisco, CA

Oracle Corporation
San Mateo, CA

American Express Company
San Rafael, CA

Robinson-Clarke Advertising
San Francisco, CA

