

Art Director / Print Design Manager / Designer

A successful Art Director and Design Manager with 16 years experience in leading creative teams for global companies who have produced 250 catalogs with a distribution of 250 million; created products sold in all major retailers; 1000 designs of everything from corporate identity to product and package design. Supported more than \$2 billion in sales.

Exceptional skills:

Art Director	Dynamic Creative Team Leader	Advertising Creative	Brand Building
Print Marketing Solutions	Catalog Design	Innovative Product Design	Creative Print Solutions

Aquent Partners (freelance talent agency), Los Angeles, California 2010

CLIENT: Auto Expressions - a Shell Company, Moorpark, California 2010

Package Designer – Graphic Designer – for the leader in automotive accessories manufacturing.

- Concepting, design and execution of new designs for Ed Hardy, Glade, WalMart & Auto Expression Brands
- Created Logos, Web Banners, SeatCovers, Packaging, Labels, Icons, 3D Renders and Wall Installations for Auto Expressions, Glade, Ed Hardy, WalMart and their branding partners

Lamps Plus – Lamps Plus Catalog, Chatsworth, California 2006-2009

Sr. Art Director

Responsible for creating a viable hi-end catalog for new catalog division of Lamps Plus. Support online, retail stores and the Lamps Plus Catalog with \$250 million annual sales. Managed the budget, hiring and workload for the entire team. Averaged 22 catalogs per year with more than 25 million catalogs distributed. Supplied images for the entire Lamps Plus advertising, website, in-store kiosks, signs and collateral.

- Created the look and feel of the Lamps Plus catalog from beginning to end; including merchandising, pagination, all art direction, layout, typography, image sizing and pacing; elevating the Lamps Plus brand to its highest level
- Brought in to rework the creative of the catalog and to match the highest quality of catalogs produced in the home décor and lighting market
- Organized, scheduled and Art Directed 4 major photoshoots per year. Responsible for the look and feel of all of the scenes, including: set construction, styling, lighting and focusing on highlighted product and creating visually stunning catalog covers
- Brought all catalog best practices up to date, including: Photography (transitioned the photography team from Tungsten to Strobe lighting). Created scenerios where they could shoot product in real situations, instead of photo-composing products into scenes. (a major shift in quality), brought our in-house proofing system up to the level of a hi-end color separation house. Worked with our printer (RRDonnelley & Quebecor World Inc.), to increase the quality of our printing substantially, through thorough testing and consultation with outside experts

The Walt Disney Company – Disney Direct Marketing (DDM), Glendale, California 2001-2005

Print Design Manager

Provided artwork and imagery for Disney's retail business units and The Disney Catalog with \$125 million annual sales. Managed the budget, hiring and workload for a team of eight artists. Averaged 17 catalogs per year with more than 100 million catalogs distributed plus an additional 30 million direct mail pieces.

- Created the look and feel of The Disney Catalog including layout, topography, pagination, merchandising, gridding system, image sizing and pacing, elevating the Disney brand to its highest level

- Art directed and designed numerous Disney programs including: DDM's Best Guest Program, representing 80% of catalog business customers; Disney Outlets' signage and marketing collateral; DDM's corporate ID including the new logo for DisneyShopping.com
- Art directed the production of 20 original covers per year for The Disney Catalog and an additional 100 in collaboration with other artists
- Created and managed the SKU naming convention and library with more than 10,000 imagines including Disney characters and product images
- Art directed photoshoots for fashion, Halloween costumes, art and collectibles section and the Best Guest program

Aquent Partners (freelance talent agency), Los Angeles, California 1998-2001
Named one of the most "in-demand designers" for the largest creative freelance agency in the USA.
Clients included:

CLIENT: Axius Corporation, Moorpark, California (part-time 1999-2001)
Package Design Art Director – Graphic Designer – for the leader in automotive accessories manufacturing.

- Creative lead for new product initiatives which included new hip seatcovers that originally tested and sold out in Autozone (\$3 million buy) and then picked up other national retailers
 Product designer for Axius main product lines that included: Sunshades, seatcovers, steering wheel covers, floor mats, backseat organizers, litter bags and other various car accessories. Lines were sold to Wal*Mart, Target, Kmart, Autozone, Costco and other national retailers
- Presented product lines to licensors, Warner Bros. and to buyers including Target, Wal*Mart and Autozone

CLIENT: Jackson Dawson Communications, Torrence, California part-time 2000
Graphic Designer Artist – Graphic Designer/Artist for Toyota Tundra Campaign

- 4/C Packaging Design and layout of Business Brochures that were distributed to all Toyota Retailers nationally

CLIENT: The Walt Disney Company – Disney Global Advertising, Burbank, California part-time 2000
Production Artist – Graphic Design – on multi-million dollar global Mickey Mouse & Winnie The Pooh ad campaigns

- Created comps and layouts for Art Directors on multi-million dollar Disney campaign for TV and Radio spots.
- Responsible for Keylines and production of ads. Including: resizing for different catalogs and media.

CLIENT: The Walt Disney Company – Disney Direct Marketing (DDM), Glendale, California 1999
Graphic Designer – Production Artist – In-house Production Manager –
 for 17 catalogs with distribution of over 25 million catalogs.

- Managed in-house production of 160 page Disney Catalog. Managed, trained and supervised 8 freelance designers/production artists. Coordinated with Creative Director, Art Directors, Copywriter, Catalog Coordinator and Product Managers to complete and execute all catalog issues, including: look and feel, typography, catalog pagination, merchandising, deadlines, image and artwork creation
- Created cover artwork, layout designs and catalog inserts
- Created comprehensive 40 page catalog style guide

CLIENT: Applause Inc., Woodland Hills, California part-time 1998-2001
Graphic Designer – Production Artist – for large national toy manufacturer.

- Design and production of Star Wars wholesale catalog with over 200 SKUS, distributed to all national toy retailers
- 3D packaging design, brochure and one-sheet design; high resolution photo retouching for Lucasfilms, Warner Bros., and proprietary Applause toy product lines

- CLIENT: Melendrez/Babalas & Associates**, Los Angeles, California part-time 2001
Graphic Designer – for new multi-million dollar Hollywood Blvd. and Crenshaw Blvd. landscaping projects.
- Graphic Design and conversion of blueprints and landscape layouts from CAD to Illustration for architectural firm presentation and implementation brochures
- CLIENT: DMB&B Advertising Agency**, Los Angeles, California part-time 2000
Graphic Designer – Production Artist – for national Mitsubishi laptop campaign.
- High resolution photo retouching and 4/c ad layout on national Mitsubishi laptop ad campaign
- SeenDesigns**, Los Angeles, California 1998 - 2001
Graphic Designer – Art Director – Production Artist – Design Manager
- Steinberg-NA**, Los Angeles, California part-time 2000
Graphic designer – for national software retail music store tour and magazine ad campaign.
- Created two-4/C national Steinberg Virtual Studio Tour mass mailers. Distributed to Steinberg' s mailing list and distributed in over 300 music retail stores including Guitar Center and Sam Ash stores
 - Graphic designer/artist for two-full page 4/C national product ads. Cubasis VST Project Pak music editing software and Mixman plug-in software. Run nationally in trade and music magazines
- UltimateRockPix**, Thousand Oaks, California 1999-2005
Art Director – Graphic Designer – Webmaster – for 2000 page commercial Rock Music photography website Ultimaterockpix.com.
- Create Brand identity for UltimateRockPix.com website and all printed collateral. Built website with over 2000 images from scratch and maintain and site since it's inception
 - Created mass emails that are distributed through his email list. Over 20,000 sent. Approximately 2 per month
 - Created two 4/C mass mailers distributed to all record labels, music managers and national music magazines, all corporate ID, promotional material and coupons. Gallery exhibit posters, mailers and email
 - Created photography portfolio site for: MartyPhoto.com
- ICUBED**, Woodland Hills, California 2000
Graphic Designer – for online interactive music education software college course.
- CD Covers, booklets and jackets for home based college music course. Corporate ID design
- DDB Needham LA**, Los Angeles, California 1998
Graphic Designer – for Epson Printer national advertising account.
- High resolution photo retouching and full page 4/c ad layout placed in nationally distributed magazines such as Time and People and also in printing trade magazines
- Store of Knowledge**, Torrence, California 1998
Graphic Designer – store signage and package design for national retail chain with tie in to television channel KCET.
- CD/Video packaging concept and design. 4/C poster design and layout. Retail store signage for all stores. Toy package design

DDB Needham Worldwide, Chicago, Illinois 1996 - 1998
Graphic Designer – Production Artist – for successful national ad campaigns: Hamilton Beach, Westin Resorts and \$500 Million McDonald's account presentation and execution.

- Production artist for McDonald's ad campaign presentation
- Created large format posters and banners for all McDonald's in Wal*Mart's across the US
- Archived all projects for the studio. I was the first production artist to do high resolution graphic manipulation and illustration for the studio
- Graphic designer for direct mail pieces for: Ameritech Pages Plus and Cellular repeat mailings to all Ameritech customers
- Production artist for Bud and Bud Light; Discover Card, Novus Card, Private Issue Card, Universal Studio's Card; Seaworld, Busch Gardens; Helene Curtis Salon Selectives accounts, and more

MacStaffing, Chicago, Illinois 1995 - 1996
Graphic Designer – Production Artist – for Montgomery Wards, W. W. Grainger and Mobium.

- Performed various production tasks such as: Sign Making for Montgomery Wards for all of their retail stores. Managed design/production team of 3 freelance artists, Catalog Layout for W. W. Grainger parts catalog. Ad Layout for Mobium. Also started freelancing at DDB Needham Worldwide

ProGrafx, Sturgeon Bay, Wisconsin 1994 - 1995
Partner – Graphic Designer – Art Director – startup business that created design work for nationally published author, local advertising and silk screeners.

- Managed studio budget. Set course of business strategies with partner
- Managed 3 freelance illustrators and designers
- Designed T-shirts, VHS video covers, real estate and local club ad layout, and catalog design
- 160 technical illustrations for Patrick Speilman's Router Handbook
- Designed print ads, banners, table tents, flyers and menus for local Anheuser Busch distributor

Performing Arts Monthly, Chicago, Illinois 1993 - 1994
Partner/Editor-In-Chief for 56 page Entertainment Newspaper.

- Design and Layout of 56 page Entertainment Newspaper with distribution of 25,000 copies bi-monthly. Newspaper layout, pagination and flow, typesetting, ad building, classifieds. Article writer and copywriting. Managed freelance writers, service bureaus and entertainment syndicates for licensed materials

Guitar Center Corp., Chicago, Illinois 1987 - 2000
Asst. Store Manager/Pro Audio Manager/Guitar Dept. Manager/Accessories Dept. Manager.

- Managed operations of major retail store that did up to \$80,000 of business per day. Managed up to 30 Department Managers and Employees Maintained Vendor and Customer relations. Was consistently one of the top salesman in a very competitive market. Managed many different departments within the store and knew operations of the store from shipping and receiving to customer service to making large deals with studios and pro players.