

GRAPHIC DESIGNER + PRODUCTION ARTIST

ROBERT PERRY

Solution-focused creative talent, print industry experience in computer graphics, art direction, copy writing, and package development accompany the expert skill set I bring to every job.

EDUCATION

Bachelor of Arts, English
CALIFORNIA STATE UNIVERSITY, FRESNO
1991-1994

SKILLS

GRAPHIC DESIGN

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Acrobat
QuarkXPress
Dreamweaver

ART AND PRODUCTION

Digital Photography
Logo Illustration
Single- and Multiple-Page Layout
Typography
Hand Lettering
Handmade Comps
Mechanical Production
Large-Format Graphic Production
E-Blasts

COMPUTER

Mac Platform
Microsoft Office
Social Networking
HTML

ACHIEVEMENTS

IAPHC Silver Award
PINC Silver Award
Central California's FBLA Recording Secretary
High School Yearbook Editor
Yearbook Layout Champ, San Joaquin Valley
State Champ, FBLA Graphics Competition

CONTACT

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PROFESSIONAL EXPERIENCE

Production Manager/Art Director | 2015 - PRESENT
MINERAL KING PUBLISHING INC., EXETER, CA

Produces error-free print mechanicals for weekly newspaper, *The Foothills Sun-Gazette*, and a variety of local magazine publications monthly. Creates ad artwork for the company's advertisers and archives the source files. Builds InDesign templates for the editorial staff to use. Newspaper and magazine design and page layout. Proofreading and copy editing based on AP Style Guide. Occasional journalistic reporting.

Owner/Freelance Graphic Designer | 2007 - 2017

CHROMOZOA GRAPHIC DESIGN, SAN FRANCISCO ('07-'14) AND EXETER, CA ('14-'17)

Established chromozoa.com, a web site to showcase my qualifications and work. I contracted print design work with inquiring clients by supplying affordable estimates and by exceeding promised results. In September 2011, I resigned from my corporate job to focus on running my own graphic design business full time. My largest client was Amtrak.

Print Graphic Designer/Production Artist | 2003 - 2011

MARCUS & MILLICHAP, WALNUT CREEK, CA

Responsible for the development and layout of all major account brochures and marketing packages, while maintaining style consistencies according to corporate standards. Created corporate event logos and corresponding event materials such as signs, brochures, menus and gifts. Produced and delivered print-ready mechanicals. Conducted press checks. Performed color enhancement and retouching on all company photography.

Package Design Coordinator/Graphic Designer | 2001 - 2003

RUIZ FOOD PRODUCTS, INC., DINUBA, CA

Responsible for planning development of package design from concept to printing within a strict timeline. Directed professional photo shoots for all Ruiz advertising and packaging materials. Conducted press-side approvals for packaging. Created advertisements for all marketing divisions. Designed company brochures, business cards, mailing labels, logos, and holiday greeting cards. Managed package and ad art development with design firm. Developed artwork for use on promotional items and corporate awards. Directed color retouching and performed color corrections on photography.

Graphic Designer/Editor/Quality Control Expert | 1994 - 2001

CERTIFIED AD SERVICES, FRESNO, CA

Highly skilled in Macintosh graphic computer programs, I was responsible for laying out, copy writing, and designing advertisements, brochures, and menus, artfully completing them on a time-sensitive schedule. Exclusively responsible for three major accounts, consulting directly with these clients. Created cutting-edge, high-end quality designs, resulting in new clients and their continued business. Officiated over final prepress operations, ensuring the absence of typographical, grammatical, color and artistic errors before approving jobs for camera and press processing. Delegated assignments as leader of design teams for special newsletters and ad projects. Coordinated product photo shoots and ensured high standards for CMYK and RGB photo images used on ads and web sites.