

Jeff Gutman

Marketing • Graphics • Design • Illustration

Desktop Publishing Skills

Software (PC and Mac)

InDesign CS4, Illustrator CS4, Photoshop CS4, MS Word, Excel (including formulas, functions and charts), Powerpoint, Final Cut Pro, DVD Studio, ProTools M-Powered 7, Adobe Audition, Logic 8, Acrobat Professional, Freehand and Quark 6

Digital Output Skills

Direct marketing emails designed with HTML, Powerpoint presentations with music and animations, videos edited with Final Cut Pro, DVDs with interactive menus built with DVD Studio, Fiery color outputs, flatbed oversize color printers (54" wide)

Product Formats

Presentation graphics including audio/video projects, Powerpoint shows and oversized foamcore boards, legal courtroom trial graphics, magazines, catalogs, textbooks, print advertisements, album covers, book covers, logo design, business cards, stationery, brochures, flyers and newsletters

Hardware

PC and Mac (including networking between both platforms), JV-4 Mimaki Oversize flatbed printers, Xerox Phaser 7750 color printer, Konica B/W Copiers, HP 5000 Oversize Poster Machine, Lexmark Fiery Printer, Agfa Accuset Film Producer, HP Hi-Resolution Scanners

Relevant Experience

Patelco Credit Union

10/09 - Present

Senior Graphic Designer/Marketing Art Director

Created all marketing materials in use for Patelco, a national credit union. Projects included overseeing all the conceptual, design and production aspects of several marketing campaigns, both year long collateral projects and seasonal.

- Led concept and image direction for all current **Patelco** major marketing campaigns, including imagery selection and prototyping for usage.
- Designed, produced and finalized all marketing materials for multiple campaigns including large posters, web ads, counter signs and "take ones." Performed complex image retouching in Photoshop, as well as page layout and typesetting in InDesign.
- Created advertising pieces featured in **Business Times** and **San Francisco Chronicle**. Led conceptual direction and design production.
- Created all standard bank instructional signage, posters, pamphlets, credit card issue letters, corporate newsletters and flyers currently in use by **Patelco**, including image selection, Photoshop retouching, page layouts and typesetting in InDesign.
- Provided the concept, prototyping and design for a new type of glossy member welcome packet, a multi-panel folder that would hold the **Patelco** handbook and business cards. The panels contained shortened versions of all brochure information. The newly designed package reduced material printing costs by thousands of dollars.
- Redesigned all brochures in use by **Patelco**, establishing branded color usage, creating page layouts and typesetting in InDesign.
- Worked directly with print vendors and evaluated bids for print projects, made final printer selection and ensured that print jobs were received by Patelco branches nationally. Evaluated vendor performance and made recommendations for future use.
- Created web banners, promos and advertising for the Patelco website. Included image retouching and Flash animations.

Contract Production Artist

01/03 - Present

Freelance Design

Created logos and advertising materials for various clients under a contractual basis. Projects included creating prototypes for **Ubisoft** as well as advertising for high profile clients such as **Haggin Marketing**, **Restoration Hardware** and **Bank of America**.

- **Ubisoft**: Created packaging design for the **Open Season** video game based on a **Sony Pictures** movie for the Xbox, PS2, PC and PSP. Tasks included page layout for different sized formats, typesetting for outside box and instruction manuals, image manipulation using video stills from game play and film studio provided character art.
- **Haggin Marketing**: Created brochures for clients such as **eBay** and **Dell Computers**. Tasks included page layout, image manipulation and typesetting. Created a complex page layout including images and text placement for flyers and national newspaper advertisements. Built templates in Photoshop to be used for future advertising.

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- **Restoration Hardware:** Created prototypes for new logo designs as well as photo mock-ups for in-store product placement.
- **Bank of America:** Created advertising for Merchant Services department on a contractual basis. Projects included the creation of flyers and newspaper ads for various departments at Bank of America. Scanned and manipulated images for advertisements in Photoshop. Combined images with layers and gradients to create product imagery.
- **Kane and Finkel:** Created promotional materials for a large pharmaceutical marketing agency. Worked to create magazine advertisements, posters and convention banners for drug companies such as **Genentech, Abraxis, Cathflo/Activase, Prograf** and **Neutrogena**. Using Illustrator and InDesign, produced and edited detailed convention panels, patient brochures, information sheets created folding prototypes such as sliding scale dosage cards and information sheets. Edited and retouched images in Photoshop.
- **Creative Lift:** Created promotional materials and instructional manuals for **Vonage**, a leading VOIP network.
- **Kessler Pacific:** Created promotional materials for a large credit card marketing agency. Worked to create promotional mailers, credit card designs and brochures for companies such as **Providian, Washington Mutual** and **Lexus**. Produced and edited detailed credit card offer package for Lexus with variable javascript text fields. Worked on the the production of advertising materials including brochures for Providian and Washington Mutual.

LegalVision – San Francisco, CA**08/06 - 03/09****Production Manager/Senior Designer**

Created courtroom trial presentations for high profile lawyers and cases. Worked with attorneys to create and finalize multimedia presentations such as complex Powerpoint presentations, trial graphics created in Illustrator as well as video and audio edited on to DVD format.

- Using Illustrator, created hundreds of varied trial graphics for courtroom cases with clients such as **Morgan Lewis, O'Reilly Danko** and the **San Francisco City Attorney's Office**.
- Worked in the field taking video and photographs for courtroom cases. Using Final Cut Pro, edited audio and video on to DVD presentations for cases such as the Berkeley Honda strike.
- Created complex Powerpoint presentations (200+ slides) with animations for trial presentations. Clients included the Morgan Lewis firm with cases involving **JVC, Tyco Healthcare** and **HP**.
- Worked as general director of IT, repairing all issues with networking, hardware and software. Maintained and repaired both the Xerox laser printer Phaser 7750 as well as the oversize foamcore printer JV-4 Mimaki.
- In charge of printing all oversized foamcore boards, as well as packaging and delivery.

WestEd – San Francisco, CA**07/04 - 02/05****Contract Production Artist**

Created artwork and informative illustrations used in the production of children's textbooks. Worked with educators and professors in an educational laboratory to produce books used in classrooms for grades 3 through 12. These texts focused on the subjects of reading, mathematics, science and history.

- Created maps within a series of rigid style guidelines to educate children about important concepts in the areas of geography and history.
- Produced detailed charts and graphs demonstrating complex concepts in mathematics.
- Worked in Adobe Illustrator to create drawings that accompanied children's stories in reading books.
- Illustrated various animals and complex ecosystems within a vector format to show students various concepts in the field of science.
- Used Adobe InDesign to create page layouts for various textbooks. Designed layouts that integrated test questions, illustrations, charts and graphs.

Marin Express – San Rafael, CA**04/03 - 07/04****Contract Production Artist**

In charge of the fast paced production of three separate 336-page discount catalogs. These books contained advertising for most of the businesses in the Marin, Napa, Solano and Sonoma counties.

- Worked with clients and salespeople to create advertising for local business. Included the creation of logos for various businesses in Adobe Illustrator. Working directly with clients to choose photography and layout of imagery, as well as writing and editing ad copy.
- Scanned and manipulated hi-resolution images in Photoshop for use in advertising. Included collage work, photo retouching and complex masking situations.
- Created layout design for advertisements in Quark. Worked with the Art Director to proofread and correct layouts according to rigid style specifications.
- Supervised and trained junior designers working on catalog.

American Cancer Society – San Rafael, CA**04/02 - 09/02****Contract Promotional Designer**

Created business reports, spreadsheets, advertising materials and posters for a non profit company under a contractual basis. Projects include creating all promotional materials for **Relay for Life**, an event to raise money for cancer research.

- Organized financial data for ACS into Excel spreadsheets to calculate debits and earnings from fund raising.
- Created posters, brochures and invitations as promotional materials for Relay for Life.
- Worked as an events planner by contacting local business for donations and contributions. Organized and planned for available services such as food, water, sound and lighting for the fund raising event.
- Created and maintained a complex database of volunteers and contributors to the ACS including over 1,000 names.

CopyWrite Printing – San Francisco, CA**03/01 - 12/01****Senior Graphic Designer**

Coordinated the development of all graphic design work for a desktop publishing firm which specialized in the creation of printed and digital materials for Fortune 500 corporate clients, including **Merrill Lynch, Wells Fargo, First Republic Bank** and **Charles Schwab**. Worked in a fast-paced, deadline-oriented environment. Highlights include:

- Designed advertisement for **Mandarin Oriental Silks**, placed photos and text in Quark, worked with client on color and image correction, set up page layout for oversize printing.
- Produced architectural manuals for **Skidmore Owings and Merrill (SOM)**, and **Shorenstein**. Worked with clients on arranging page layout in Quark and color correction in Photoshop; printed and collated digital fiery output.
- Created brochure for the yearly convention of the **California Cable Association**, including writing and editing text in Word, scanning logos in Photoshop, page layout and typesetting text in Quark.
- Designed a detailed Powerpoint presentation (100+ slides) for the **Volunteer Center of California**. Worked with client to arrange slides, scanned and image corrected oversized photos in Photoshop, placed images in presentation, added text, sound and animation.
- Created oversize banners and convention signs for **PlumTree, First Republic Bank** and **Sierra Club**. Scanned photos and color corrected images in Photoshop, and outputted banners on oversize inkjet printer.
- Organized data into Excel Spreadsheets for clients such as **Wells Fargo, First Republic Bank** and **Plumtree**.
- Typeset and designed business cards for a multitude of companies such as **Yipes, Net Decisions, BRE Properties, Premiere Eyecare, Dome Construction, Federal Home Loan Bank, Benefit Cosmetics** and **Gentac**.

Education

San Francisco State University (1998-00) – BA in Industrial Arts, emphasis in Graphic Design

Cabrillo College – Aptos, CA (1994-97) – AA in Liberal Arts, emphasis in Fine Arts

Other Skills

- Extensive supervisory experience (10+ people concurrently)
- Broad customer service experience
- Excellent oral/written communication skills
- Reliable performance under pressure

References

Scott Carlson	Patelco	(415) 442-6286
Pierro Margallo	Kessler Pacific	(415) 278-8647
Creighton Fung	Kane & Finkel	(415) 777-4990
Andrew Bell	WestEd	(415) 615-3297
Amy Washburn	WestEd	(415) 615-3244
Thy Nguyen	Bank Of America	(415) 241-3732
Eilene Jessup	Travel Desk	(408) 723-0283
Janet Ishigame	Beatbox Magazine	(415) 310-5444
Duane Bryant	Speedway Printing	(650) 345-3707
Bill Weaver	Abbey Carpets	(408) 269-2966
Nancy Murphy	Volunteer Center	(415) 982-8999
Annie Fung	Yipes Communications	(415) 901-2000
Gabriel Gagner	Sierra Club	(415) 977-5594
Jennifer Ward	Net Decisions	(415) 215-1767
Trisha Clayton	Mandarin Oriental	(415) 276-9888
Cesar Herrera	Kimpton Group	(415) 397-5572