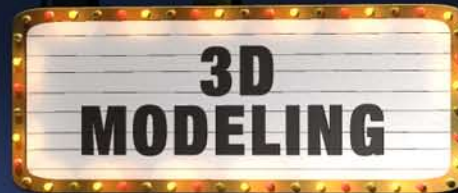


PORTFOLIO



ANTHONY ROSS

ADVERTISING GRAPHICS • 3D MODELING • WEB DESIGN & GRAPHICS • LOGOS • ILLUSTRATION

HISTORY

Profile

Experienced art talent with over 25 years of quality professionalism in the art and design field. I work well as part of a team or can work independently with excellent self-motivation skills.

Experience

Advertising Designer, TheHomeMag; Costa Mesa, CA — July 2008 – October 2009

In charge of magazine production and advertising creation. Create ads for clients, paginate the magazines (2) and produce and prepare files for printing.

This position entailed the following production procedures and functions:

Design & assemble lead-generating, call-to-action advertisements for two publications
Create and design various promotional materials such as brochures, pamphlets, magazine ads, catalogs

Designed branch marketing material

Dummy the monthly magazines

Creating Advertising proofs for clients and clear all ads

Upload to the printer's FTP site

Final proof all ads and the final magazine

File client ads electronically for future retrieval

Web design - Created various websites for company including all design and content creation

Worked directly with both salespeople and clients

Owner of Anthony Ross Studio; Anaheim, CA — August 1998 – July 2009

Core business is the creation and production of 3D designed personalized art prints. Also create and market line of original fine art acrylic on canvas paintings. Created work for Disney, The National Football League, Major League Baseball. Licensed artwork to various art related companies. Still work freelance part-time.

Art creation skills:

Created new line of artwork for personalization

Utilized 3D graphics (Strata Design 3D), Photoshop and Illustrator

Created original paintings for sale at various galleries and online

Responsible for business graphics for the studio as well as freelance

Production of reproductions using Epson 9600 professional format printer on various substrates

Business Functions:

Involved with all aspects of running a business

Marketing campaigns utilizing Google Adwords, trade shows, self-promotion, SEO on company and product websites

Responsible for all accounting records, accounts receivable & payable, monthly invoicing product development from concept to completion

Art Director, Family Living Publications; Anaheim, CA— 1989 – 1995

Created in-house advertising for magazine clients. The majority of time in this position involved creation using pre-computer methods such as paste-up and typesetting. While there I set up the transition to computer based production using state-of-the-art (at the time) computers and software.

Typical job functions:

Designed & assembled advertisements for five publications

Typesetting

Create and design various promotional materials such as brochures, pamphlets, magazine ads

Creating Advertising proofs for clients and clear all ads

Worked with color separator to create graphics and photography separations for the magazines

Final proof all ads and the final magazine

Proof reading of all articles

Color Cutting and color call-outs

Color key and blue-line reading

Press checks

Worked with sales staff and clients

Account Manager, Lawrence Advertising; Anaheim, CA — 1987 – 1989

In charge of various graphic accounts which required both art functions and production coordination duties.

Typical job functions:

Created advertising, catalogs, and collateral materials for various clients from Art Director supplied layouts and instructions.

Paste-up and typesetting

Coordination with other account reps for multi-product production

Direct client communication

Final proof all materials

Press checks

Color key and blue-line reading

Worked with sales staff and clients

Production Artist, Trend Offset Printing; Los Alamitos, CA — 1985 – 1987

Worked in a production environment creating client advertising, brochures, catalogs, and other print materials.

Typical job functions:

Paste-up and layout

Typesetting

Education

California State University at Fullerton, California — Bachelor of Fine Art, 1999

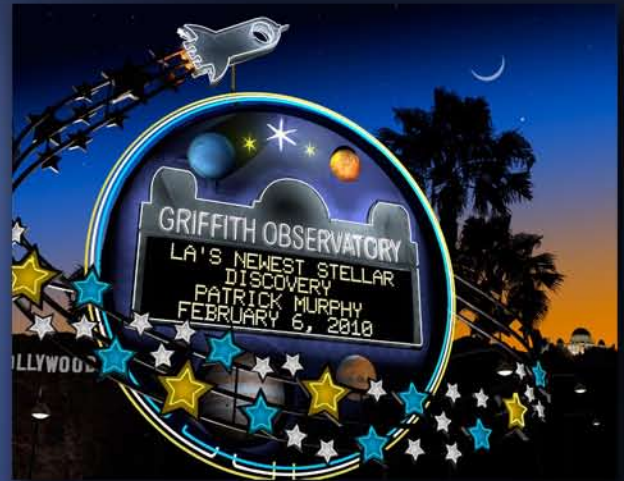
- Photoshop (CS4)
- Illustrator (CS4)
- Strata Design 3D
- Vue 6
- InDesign (CS4)
- Dreamweaver (CS4)
- Flash (some experience)
- MS Office (PC & Mac)
- Joomla CMS
- HTML and CSS
- Google Adwords & Analytics
- Search Engine Optimization
- Wordpress
- Filemaker Pro
- Quickbooks

www.AnthonyRossStudio.com • Anthony@AnthonyRossStudio.com

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3D GRAPHICS



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- You are reactionary and get very angry towards your partner at the drop of a hat • And worse, stay angry.

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