

GARY SILVERSTEIN

1240 20th Avenue, San Francisco California 94122

415.566.1942 [office](#) 415.307.0484 [cell](#) gee@lmi.net [email](#)

OUTSTANDING QUALIFICATIONS

- 15+ years print design and production specialist
- 15+ years experience proofreading and editing projects for accuracy, brand style and consistency
- InDesign (6 yrs) Quark, Photoshop, Illustrator, Acrobat (12+ years); currently CS4
- Exceptional project management skills for changing priorities and workloads
- Detail and quality oriented; inspires trust, cooperation, and teamwork
- Creative problem solver
- Maintains calm demeanor and sense of humor under tight deadlines

PRODUCTION AND DESIGN EXPERIENCE

Freelance Production Artist and Designer

2002-present

- Designed and built print mechanicals for marketing communications, packaging, advertising, tradeshow signage and sales materials
- Developed and built multi-page documents for magazines, catalogs, yearbooks and brochures
- Edited existing creative and proofread for content errors
- Provided ongoing customer service and support, status updates and deadline tracking to multiple clients in parallel projects
- Performed image retouching and rendering as needed for both print and digital media

Design Firms include: Rauxa, Powerhouse Creative, Haggin Marketing, Thompson Design Group, Barbara Vick Design, Gilmour Craves Design, Rock + Feather Design (aka Design Aura)

Clients include: **CONSUMER GOODS & SERVICES** American Express, Blue Diamond, Chevy, Contadina, Fancy Feast, Haagen Dazs, Levi's, Nesquik, PowerBar, Sears, Wells Fargo; **HEALTHCARE** Blue Shield, Feldenkrais Center for Movement Education, HealthNet, Kaiser Permanente, Medetron; **SPORTS** Blue Devils, Drum Corps Intl., Winter Guard International; **TECHNOLOGY** Autodesk, Intel, Logitech, LightSpeed Technologies, Qualys, Satmetrix Systems

Marketing and Communications Creative Director

4/00-11/01

Discreet, a division of Autodesk

- Managed team of 15 designers, writers, photographers and illustrators to create and deliver on-time, on-budget marketing communications and product materials consistent with corporate brand
- Directed re-branding of corporate identity from research to design to completion
- Developed product launch plans, schedules and budgets in collaboration with product core teams
- Selected and managed freelance contractors and advertising and design agency consultants
- Negotiated pricing with vendors for packaging, launch kits, collateral and promotional materials

Marketing and Communications Art Director

3/98-4/00

Discreet, a division of Autodesk San Francisco

- Maintained master production calendar for all print, web, and multimedia projects
- Originated and art directed a wide variety of concepts through every phase of production
- Wrote brand identity guidelines
- Directed design, creation, and accuracy of all collateral, packaging interface and web graphics for 15 software and systems products
- Tracked artwork submissions and trafficked final files to worldwide marcom offices and vendors
- Expedited project workflow, secured approvals, reviewed artwork and performed press checks

Senior Graphic Designer

3/97-3/98

Kinetix, a division of Autodesk

- Handled email requests and queries for creative services from internal client departments
- Provided page layout and graphic design, photo research, and production support
- Brainstormed design solutions to save company \$30,000 in one year
- Communicated with external print vendors to troubleshoot all design and print issues
- Oversaw traffic of FTP files to satellite offices and vendors
- Maintained image database and digital files on global server

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Production Artist 1996
Nakamura Graphics
• Provided production design and production support for clothing vendor catalog
• Performed image scanning, conversion and correction

Production Coordinator 1995
Imagewrights Pre-Press San Francisco
• Provided pre-flight check, digital imagesetting, and file conversion services to clients
• Responsible for digital proofing, 4C scanning, image manipulation, and RIPS
• Provided production support for advertising catalog typesetting, layout, and design

OUTSIDE INTERESTS

Kids Painting Instructor (weekends), Center for Creative Exploration, San Francisco
Outdoor enthusiast
Basketball enthusiast
Film enthusiast
Musician

EDUCATION

University of California, Santa Cruz Bachelor of Fine Arts Degree, Studio Arts
Brown Printing Press, Minnesota P.E.T. Print Production Training
UC Berkeley Extension, San Francisco Graphic Design

TECHNICAL SKILLS

Macintosh and Windows; InDesign, Quark, Illustrator, Photoshop, Acrobat, Outlook, Word, Excel, Keynote, Powerpoint, Filemaker Pro