



Paul Marshall | Experience in Art Direction, print-production, graphic design, advertising and marketing.
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PaulMarshallDesign.com

EDUCATION

Art Center College Of Design - Pasadena, CA

Completed courses in graphic communication and art direction. Classes held on campus, one at TBWA\Chiat\Day as one class at the University of Southern California.

California State University, Fresno - Fresno, CA

Bachelor of Arts Degree in Industrial Arts - Graphic Design. Sigma Phi Epsilon Fraternity - ΣΦΕ CA Phi

Reedley College - Reedley, CA

Associate of Arts Degree. Studied general education course as well as agriculture and graphic design.

EXPERIENCE

Artist / Graphic Designer || Jostens - Visalia, CA - October 2014 - September 2019

Corporate atmosphere. Designing yearbook covers. Custom designs through digital and traditional rendering. Worked with regional sales staff and customers designing yearbooks from cover to cover focusing on theme development and artwork. Meeting with clients and rendering design ideas in person, sometimes traveling to meet with school to different states to help them with cover concepts. Adobe Illustrator, Adobe Photoshop, Adobe InDesign, all aspects of printing and illustrating from concept to production.

Graphic Designer || Mid-Valley Publishing / Reedley Exponent - Reedley CA - March 2011 - October 2014

Designing house ads, classifieds, and web ads for a local publisher that handles 4 local area newspapers and other tabloid printing. Working with editor to assist in layout. All aspects of printing from concept to production. Toning and color correcting photos. Maintain social network accounts, and websites on a weekly basis. Job trafficking for sales staff.

Graphic Designer || Surdell & Partners - Fresno, CA - December 2007 - January 2009

National Agency located with in Gottschalks Corporate headquarters. Designing various retail graphics for ROP Newspaper Ads, Collateral, Signage Indoor and Outdoor, designed the story board development for TV commercials via minimal Creative Director input. Manage creative time, from concept introduction, through client approval. Took direction from multiple sources, Art Director, Creative Director and Client input.

Art Director/Macintosh Systems Manager || Ashford Advertising - Fresno, CA - July 2002 - December 2007

Full service advertising agency. Designed various solutions and graphics for all forms of media communications, including but not limited to print, outdoor, vehicle graphics, internet, television, DVD, web and outdoor advertising. Manage job traffic, from idea introduction, through client approval, then timely media submissions. Oversaw multiple client email set ups and webpage hosting and registering. Responsible for management of file server, email accounts and server maintenance. Purchasing of major office equipment.

Contract Graphic Designer || Pelco - Clovis, CA - August 2001 - March 2002

Corporate atmosphere. Designed various graphics for the global leader in video security systems. Created catalogs, brochures, internet graphics, product logos, ad layouts and trade show images in a timely and professional manner for national and international use. Highlight were creating the logo / brand to their Sep 11th 2001 Memorial.

Graphic Designer and Major Account Creative Director || Premier Color Graphics - Visalia, CA - Jan 1997 - Sept 1999; May 2000 - Aug 2001

Large-scale print atmosphere. Responsible for the look and cohesion of major corporate casino account- including newspaper, magazine and billboard advertising. Implemented computer imaging 'direct to plate' prepress production. Worked on other accounts ensuring maximum quality in pre-press standards and client satisfaction.

Graphic Designer || Parola Design - Fresno, CA - September 1999 - May 2000

Design studio atmosphere. In charge of creation and implementation of various communication solutions. Used pre-press knowledge to ensure client satisfaction. Created Job estimates for clients, and estimates for purchasing.

PERSONAL INFORMATION

I am an energetic, fast-learning and very well organized professional with solid people and leadership skills. I believe that a good work ethic involves respect. Punctuality, a thorough understanding of what the company can provide it's clients, fast problem solving skills, and a loyalty to company privacy, are all examples of respect to clients and the company.

Areas of interest: graphic design, marketing, creative services, public affairs. Advanced understanding of design, layout and typography. HTML knowledge. Excellent freehand artist and vector/raster artist. Strong understanding of the production process. Advanced understanding of printing practices. Effective at preparing files for press. Image setting film prepress and posts script knowledge and experience. Excellent organizational, communication and interpersonal skills. Effective at setting priorities, analyzing and solving complex problems. Very approachable, motivating personality. Team player. Self-starter, great time-management and high degree of flexibility. Ability to work under pressure, track details of multiple projects and interact with people at all levels.

REFERENCES:

Frank Arnold, Ashford Advertising, Phone Number: 559-255-8273
Bill Choate, Ashford Advertising, Phone Number: 559-255-8273

Ed Caz, PrintFresno.com, Phone Number: 559-300-7576
Michael Parola, Parola Design, Phone Number: 559-441-7544
Brian Olson, Dan Olson Enterprises, Phone Number: 559-292-7267