

Jim Rasfeld

P.O. Box 64885 • Los Angeles, CA 90064 • jimrasfeld.com • jrasfeld@gmail.com

EXPERIENCE: **ART DIRECTOR 1995 - 2020**
Rainbo Records, Canoga Park, CA
Rainbo was the largest CD, DVD, and vinyl record manufacturing plant in the U.S.

Art Direction: Oversee company identity, design print and web ads, logo, website, brochure, and internal forms.

Graphic Design: Design print materials for thousands of customers' CD, DVD, & vinyl releases.

Print Production: Flight-check and proof jobs for printing.

Management: Managed a 4-person art department; in charge of computers, backup systems, film machines, printers, and outsourced jobs.

GRAPHIC DESIGNER 1994 - Present
Jim Rasfeld Design (self-employed)
Jim Rasfeld has been doing freelance design from home for many years, and continues to serve numerous Rainbo Records clients.

OWNER & MANAGER 1989 - 1994:
Acme Recording Studio, Chicago, IL
Acme was a recording studio, mastering house, and cassette duplication facility.

General Duties: Managed staff of 10, designed customer projects, maintained quality control, scheduling, and customer service.

Accomplishments: Tripled sales volume, built larger facility, oversaw recording of a **Bob Dylan** album, secured a cover story in **Mix Magazine**.

DESIGN CLIENTS: **George Carlin** (Grammy-winning album "It's Bad for Ya"), **Paul Anka** (designed 5 albums), **Carlos Santana**, **Gene Loves Jezebel**, **Uproar Records** (over 150 albums), **Richard Cheese** (14 albums), **Steve Lawrence**, **Glen Campbell**, **Kool Keith**, **Margaret Cho**, and many hundreds more in a wide variety of styles. Samples available at www.jimrasfeld.com as well as physical samples.

EDUCATION: Orange Coast College, Costa Mesa, CA, AA Degree
Columbia College, Chicago
UCLA Design Communication Arts program

SOFTWARE: Photoshop, Illustrator, InDesign, QuarkXPress, Word, Excel, and other production software.

OTHER SKILLS: Writing, editing, video editing.
