

Robert J. Perry

GRAPHIC DESIGNER

2440 Market Street, Apt. 5
San Francisco, CA 94114

T 415 505 3933

E robert@chromozoa.com

W <http://www.chromozoa.com>

IM fadeproof54 (AIM)

For over 16 years, I have enjoyed professionally the creative and challenging world of advertising and package design at three multi-million-dollar companies: Certified Ad Services in Fresno; Ruiz Food Products, Inc., in Dinuba; and, most recently, Marcus & Millichap Real Estate Investment Brokerage Company in Walnut Creek. I am currently pursuing freelance opportunities which allow me to work as a **production artist or graphic designer**. I love typography and enjoy finding new ways to communicate with type, and I am an expert in the Creative Suite software. With my experience, I know much of the technical aspects of design that must be mastered in order to preflight and prepare files for print.

I have a Bachelor of Arts degree in English, and I am experienced in the areas of customer service and all the Macintosh and PC computer graphics programs that are used by graphic designers today. I demand professionalism of myself, my designs and the creative team with whom I work. I can guarantee my employer my best design concepts and implement them in a way that will exhibit the company's exceptional standards for quality and innovation.

With this cover letter, please review my resume, references, and a letter of recommendation from an art director. My portfolio is available online at Chromozoa.com. I would love to meet with you to show you more of my portfolio and to learn more about your company's needs. I am always online. So feel free to email me or instant message me at your convenience. I appreciate your time.

Robert Perry*PROFICIENCIES (YEARS)**CREATIVE SUITE (6)**INDESIGN (6)**QUARKXPRESS (16)**ILLUSTRATOR (16)**PHOTOSHOP (16)**ACROBAT (14)**IMAGEREADY (4)**HTML (5)**CSS (3)**DREAMWEAVER (12)**FLASH (3)**FIREWORKS (3)**MICROSOFT WORD (16)**EXCEL (16)**POWERPOINT (11)**MACINTOSH AND PC PLATFORMS (16)*

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To be creatively challenged as a freelance **production artist** or **graphic designer**, utilizing my talent and experience in computer graphics, print production, art direction, copy writing and package design. I possess the creativity and the know-how to oversee and contribute to the written and graphic aspects of branding and advertising. My current goal is to establish good long-lasting relationships with my clients.

WORK EXPERIENCE**Owner/Freelance Graphic Designer**

January 2007–Present

Chromozoa Graphic Design, San Francisco, CA

Established chromozoa.com, a web site for potential clients to review my qualifications and work. On a part-time basis, I contracted print design work with inquiring clients by supplying affordable estimates and by exceeding promised results. In autumn of 2011, I resigned at my corporate job to focus on building up Chromozoa full time. Aside from my regular graphic duties, I now have the necessary business skills needed to run a small business: estimates, invoices, budgets and contracts are now a part of my daily routine.

Graphic Designer/Production

June 2003–September 2011 Marcus & Millichap, Corporate Communications Office, Walnut Creek, CA

Responsible for the development and layout of all major account brochures and marketing packages, while maintaining style consistencies according to corporate standards. Created corporate event logos and corresponding event materials such as signs, brochures, menus and gifts. Conducted press and printer quality checks to affirm desired and consistent color on all projects. Performed CMYK and RGB color enhancement and retouching on all company photography.

Package Design Coordinator/Graphic Designer

March 2001–April 2003

Ruiz Food Products, Inc., Dinuba, CA

Responsible for planning development of package design from concept to printing within a strict timeline. Directed professional photo shoots for all Ruiz advertising and packaging materials. Conducted press-side approvals for all Ruiz packaging. Created advertisements for all marketing divisions. Designed company brochures, business cards, mailing labels, logos, and holiday greeting cards. Managed package and ad art development for Ruiz, communicating directly with design firm The Biondo Group (Stamford, CT). Developed artwork for use on promotional items and corporate awards. Wrote copy. Directed color retouching and performed color corrections on photography.

Graphic Designer/Editor/Quality Control Expert

June 1994–March 2001

Certified Ad Services, Fresno, CA

Highly skilled in Macintosh graphic computer programs, I was responsible for planning, laying out, copywriting, and designing advertisements, brochures, and menus, artfully completing them on a time-sensitive schedule. Exclusively responsible for the design and production for three major accounts of Certified Ad, consulting directly with clients. Developed and managed websites weekly for two major clients. Reliably successful in creating cutting-edge, high-end quality designs, resulting in new clients and their continued business for CAS. Created weekly themes and related artwork for major accounts. Officiated over final prepress operations, ensuring the absence of typographical, grammatical, color and artistic errors before approving jobs for camera and press processing. Delegated assignments as leader of design teams for special newsletters and ad projects. Coordinated product photo shots and ensured high standards for CMYK and RGB photo images used on ads and websites. Knowledgeable in website development concepts.

EDUCATION**California State University, Fresno**

Graduated December 1994

Bachelor of Arts Degree, English

ADDITIONAL TRAINING**City College of San Francisco**

Enrolled in one or two courses per semester to expand my skills and knowledge of today's growing technologies in graphic production with a primary concentration in web design.

ACHIEVEMENTS

Above Average Review at Marcus & Millichap (June 23, 2010)

IAPHC Silver Award.

PINC Silver Award.

Exceptional Occurrence Award: 8-page ad, no errors or client changes.

7 Habits of Highly Effective People seminar.

Elected Central California's FBLA recording secretary.

High school yearbook editor.

Yearbook layout champion, San Joaquin Valley Journalism Competition.

Regional and state champion, FBLA graphics competition.

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INDESIGN (6)

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ILLUSTRATOR (16)

PHOTOSHOP (16)

ACROBAT (14)

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MICROSOFT WORD (16)

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RIDESHARE

70 Washington Street, Suite 407, Oakland, CA 94607

(510)273-3600 FAX (510) 893-2029

August 7, 2007

To whom it may concern:

As Marcus & Millichap's former creative director, I have had the pleasure of working with graphic designer, Robert Perry, for four years. From his start at Marcus & Millichap in 2003, Robert has demonstrated a creative talent for graphic design that often brings fresh ideas to the corporate branding table. While understanding the time and aesthetic parameters surrounding his projects, he meets his goals and, in addition, always offers something new.

Robert's work on national marketing campaigns as well as corporate programs and events has been highly commended by the company's executives and principals. Additionally, his many contributions have provided inspiration to other members of the creative team.

Robert is an asset to any creative staff. I hope, in the future, I will have the opportunity to work with him again.

Truly,

Kit Powis
Communications and Public Relations Manager

On the phone. 511 On the web. 511.org On your way.

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REFERENCES**Kit Powis**

Communications and Public Relations Manager
Parsons Brinckerhoff
(510) 273-3650
powis@pbworld.com

"Robert's work on national marketing campaigns as well as corporate programs and events has been highly commended by the company's executives and principals. Additionally, his many contributions have provided inspiration to other members of the creative team." —*quoted from his letter of recommendation*

Eric Shangle

Human Resources Director
Clift Hotel, San Francisco
Chromozoa Client
(415) 652-2288
eric.shangle@morganshotelgroup.com

"I used Robert to design our employee handbook. He was able to take our current handbook transform it into something AMAZING. His creativity and vision truly impressed me."
—*quoted from LinkedIn.com (<http://www.linkedin.com/in/chromozoa>)*

Fabian Garcia

Art Production Manager
Former Supervisor at Marcus & Millichap
(925) 487-3629

Jacqueline Luttrell

Creative Services Manager
Producer's Dairy
jacq@sti.net

"You could not find a more talented or conscientious individual... [Robert was] the sole the designer of several of our major clients' weekly ads and with his creativity and attention to detail, I always knew that the jobs would be well taken care of." —*as Art Director at Certified Ad Services, quoted from her letter of recommendation*

David Solzberg

Photographer
Solzberg Studios
(626) 254-0435
david@solzberg.com

Mark Harding

Sales
Digitaltest, Inc.
(415) 307-5890
markfh@aol.com

"Robert has done flyers, posters, team uniform logo design and more for my softball team. The work is the best in the league and we get many compliments for all of the design work he has done for us. His design work has really helped increase team recognition and fundraiser attendance not just for our team but also for our sponsors." —*quoted from LinkedIn.com (<http://www.linkedin.com/in/chromozoa>)*