

Joseph Becker

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Objective

I am seeking a production artist position utilizing and expanding my skills.

Qualifications

- Proficient in Mac and Windows platforms
- Expert in Adobe InDesign CC
- Proficient in Adobe PhotoShop and Illustrator CC
- Proficient in MS Word and Excel
- Versatile in digital and manual illustration
- Superior work ethic, independent, dependable and collaborative team player
- Able to work under tight time constraints while maintaining a professional attitude and sense of humor
- Project-based production artist with years of experience working within Creative Departments and on freelance projects

Education

California College of the Arts

BFA in Graphic Design

December 2002

City College of San Francisco

Associates Degree in Humanities

June 1997

Experience

Print Production Artist

Havas Worldwide International Advertising Agency

November 2016

- Production of large-scale print advertisements for an international client
- Adobe Creative Suite, on a Mac platform

Print Production Artist

Dome Construction Leading S.F. Bay Area Construction Company

September 2016 – November 2016

- Creation and production of Job proposals and various print projects
- Adobe Creative Suite, MS Office in a Windows platform

Studio Coordinator

Gensler Leading worldwide architecture and design firm

July 2015 – July 2016

- Administrative support and projects for 35+ Architects
- Adobe Creative Suite, MS Office in a Windows platform

Production Artist

Gensler Leading worldwide architecture and design firm

September 2013 – February 2015

Contract Web Production Artist

- Formatted 10,000 + assets for the new website: www.gensler.com
- Researched and curated images of projects, principals from forty-six offices from around the globe
- Fixed image flaws, cropped, color corrected and prepared images for the website
- Modified previous organizational method to accommodate new demands (naming conventions)
- Uploaded formatted images to the website creating heroes where required
- Basic html for feature stories and news items
- Troubleshooting after website launch in June 2014
- Researched and collected images for on-going new item features
- Collected and curated images for high-level meetings

Williams-Sonoma, Inc. Retailer of gourmet cookware, home furnishings and agrarian supplies

April 2013 – July 2013

Contract Web Production Artist

- Digital asset formatting and correction for www.williams-sonoma.com
- Updating images to reflect featured and sale items
- Basic html and copy-editing

Chapman, Cubine, Adams + Hussey Direct Mail for leading non-profits

January 2012– March 2013

Contract Print Production Artist

- Created, and edited direct mail for numerous non-profit organizations.
- Quark Xpress and Adobe Photoshop on Mac Platform.

Restoration Hardware Retailer of designer lighting and home furnishings

June 2012– September 2012

Contract Print Production Artist

- Extensive PhotoShop corrections of raw footage
- Object manipulation to illustrate symmetry for store displays
- Created stock layout blueprint maps for multiple store locations (in-house)

New Bay Media Publisher of *Guitar Player*, *Bass Player* and *Keyboard* Magazines

March 2011– August 2011

Contract Print Production Artist

- Built layouts for *Guitar Player*, *Bass Player* and *Keyboard* magazines as well as their Bi-Annual Gear Round-up.
- Adobe Creative Suite on Mac Platform.

Pottery Barn Teen and Kids Retailer of specialty home furnishings

March 2007 – March 2011

Seasonal Contract Print Production Artist

- Extensive InDesign layout working with templates and preferences
- Manipulation of text and images following direction of the lead designers
- Collaboration with copy editors, designers and buyers
- Created seasonal catalogs and inventory books

MPR & Associates Creator annual "Condition of Education" book for the US Government **January 2007– March 2007**
Contract Print Production Artist

- Compilation and lay-out of data for the "Condition of Education" publication
- MS Word, Excel and Quark Xpress in a Windows operating system

Wells Fargo Private Client Services **February 2006 – September 2006**
Contract Print Production Artist

- Using InDesign, Illustrator and Acrobat and working with WF templates and preferences
- Manipulation of text and images following direction of the lead designers
- Collaboration with copy editors and lead designers
- Creating promotional material and on-line forms

Graphic Design

Becker Design, San Francisco, CA, **2003 – Present**

Ptolemaic Terrascope Magazine Revered UK Alternative Music publication, relocated to the US
Art Director Designer and Production Artist

- Designed and produced the first US edition of acclaimed British alternative music magazine

125 Records American independent pop music label
Contract Designer

- Created advertisement in Amplifier Magazine
- Type treatment for CD cover for Loud Family, *Attractive Nuisance*

Valley Record Distributors US largest "One-Stop" music and video distributor **1987- 1992**
Graphic Designer and Advertising Coordinator

- Designed weekly newsletter
- Created posters, flyers, and collateral items
- Booked advertising in periodicals and radio

MediMedia

- Print layout and production for a newly patented cancer drug

Additional Experience

Student/Primary caregiver for two children **1995 – 2004**

Professional Drummer/percussionist **1983 – Present**

Drummer/percussionist and graphic artist with The Sippy Cups, 2005 – 2010, www.thesippycups.com

- Performing throughout the US major venues and festivals
- Arranging transportation for 7+ members, gear and props
- Creation of promotional pieces: postcards, posters and props

Drummer/percussionist with alternative rock bands on independent record labels throughout the 80s and 00s. (True West, Thin White Rope, Game Theory, The Loud Family)
Recorded sixteen + albums and toured and recorded in Europe and the United States extensively

Photographic Model

Modeled for Charles Schwab, Hewlett Packard (national ads, in Newsweek, Forbes, Time, US News)
Adobe, US Postal Service, Cisco Systems, Willmington Trust and others.