

James S. Anderson

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OBJECTIVE

Seeking a design position within the Graphic/Web design industry.

SUMMARY

Highly motivated Graphic and Web Designer with over extensive experience in print and marketing design, ad and publication production for newspapers, trade publications and retail/professional service businesses and the design and development of a number of web sites on the World Wide Web.

Exceptional collaborative and interpersonal skills, self-starter and dynamic team player with well developed written and communication abilities. Skilled in client relations and a talent for building and maintaining “win-win” partnerships.

Expert at design, layout, type specification, copy fitting, procurement of photographs/artwork and supervision of final printing. Detail-oriented and accustomed to performing in a deadline-driven environment while keeping a great sense of humor and positive attitude under pressure.

TECHNICAL SKILLS

Platforms: Mac OS and Windows XP

Software: InDesign CC, Photoshop, Illustrator, Dreamweaver,
Adobe Acrobat Pro, Office: Mac

Web: XHTML and CSS coding

PROFESSIONAL EXPERIENCE

Graphic Designer

The Press Democrat (Sonoma County daily newspaper), Santa Rosa, CA

Senior Graphic Designer

Pacific Sun (Marin County weekly newspaper), San Rafael, CA

Advertising Artist/Special Section Coordinator

Marin Independent Journal (Marin County daily newspaper), Novato, CA
Supervisor: Diane Sartarelli - (415) 382-7308

Layout Artist/Page Pagination

Napa Valley Register (Napa County daily newspaper), Napa, CA

Production Manager

Wine Business Monthly (wine industry trade publication), Sonoma, CA

EDUCATION

Santa Rosa Junior College, Santa Rosa, CA

Course work leading to a Web Designer Certificate

California College of Art, Oakland, CA

BFA in Environmental Design

College of Marin, Kentfield, CA

Field of Study – Graphic Design

ACCOMPLISHMENTS

- Conceptualized, Developed and Established web sites for profit and non-profit organizations.
- Efficiently managed and coordinated design and production of all Advertiser Special Sections for the *Marin Independent Journal* from concept to completion.
- Successfully translated subject matter into award-winning design and layout for the Sausalito, San Rafael, Novato, Corte Madera and San Anselmo Chamber of Commerce newsletters.
- Supervised and coordinated freelance writers and photographers to meet all project requirements and consistently met deadlines and goals.
- Created spec and live advertisements for new and existing clients; ability to achieve client's desired image resulting in a measurable increase in sales.
- Paginated daily editorial pages for the *Napa Valley Register* under extremely tight deadlines.
- Created design theme, graphics and layout for the *Napa Valley Register's* Arts & Entertainment page.
- Collaborated with the Special Section Editor at the *Napa Valley Register* to design and produce the monthly *Inside Napa Valley* tabloid.
- Managed production and production growth of *Wine Business Monthly*; began with 48 pages and grew to 80 pages within 2 years; consistently met deadlines and continued to turn out a superior quality publication.
- Developed computerized page layout and client ad retrieval system for the *Wine Business Monthly*, resulting in a significant decrease in page composition and layout time.
- Assisted with development of artwork, financial charts and managed layout for *Smart Wine* (a wine business trade magazine) prospectus.