


# Russell B. Anderson

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Extensive creative/art/production direction and graphic design management for wholesale, retail, packaging, publishing, advertising and marketing materials. Skills include branding, illustration, animation, photography, web site design, video direction, digital art preparation, color correction and premedia.

## WORK HISTORY:

### **Sweet People Foods**

10/07 to 01/08

*Creative, Graphic Design Director*

Contract Position responsible for development of in-house creative design department. Accountabilities included: Creative and graphic design management of design and production staff in production of branding manual, corporate ID, product design/development, packaging, sell sheets and collateral supporting company brand and products.

### **Wholesale Packaging & Design Engineering**

08/03 to 03/07

*Graphic Design Engineer*

Responsible for the departmental development of a design/print/prototype division. Responsibilities include: Creative design for in-house marketing/advertising; structural design (CAD) for packaging and point of purchase displays for retail customers. Management accountabilities: Prepress, Print production, CAD designers and prototype staff.

### **Ascending Graphics Inc.**

11/89 to 07/03

*Principal/Director*

Independent business which provided creative direction, design, illustration and production/pre-press for retail and advertising materials. Utilization of various tools and media for development of successful campaigns employing: screen printing, web/internet, print/publishing, packaging, corporate identities, collateral, presentation materials and trade show booths/materials. Managed staff of 4 designers and numerous freelance artist and photographers.

### **Phoenix Home & Garden Magazine**

10/84-11/89

*Production Manager*

Responsible for daily production of three separate monthly titles, collateral and marketing materials. Daily production entailed direct communications with advertisers, ad agencies and in-house sales representatives. Other regular duties required, meeting with editors, and art director, directing a production staff of 5 designers, and management of all freelance photographers, illustrators and designers. Establish schedules. Developed and maintained budgets in excess of \$3M.

### **ITT Courier**

4/78-4/84

*Marketing Documentation Specialist*

Managed and Produced in-house marketing, field engineering and public relations documents. Directed photo shoots, worked with copywriters video department, and outside vendors to produce and maintain printed and video stock for national field offices.

## EDUCATION/OTHER:

### Major Software

Adobe Suite cs3

-PhotoShop

-Illustrator

-Flash

-InDesign

-Fireworks

-Bridge

Acrobat

Dreamweaver

Quark Express

Dimensions, Ray Dream

Pagemaker

MS Word/Excel

Freehand

AutoCAD

Onyx ProductionHouse

### Equipment Experience

Macintosh OSX Leopard

PC NT

Microtek Scanner

Agfa 9800 Imagesetter

Acuset 1000 Imagesetter

SelectSet Imagesetter

Encad wide format printer

Virtue Plus grand format printer

Data-Tech prototype cutter

### Education

Colorado Institute Of Art, B.S. Advertising Design

San Francisco Institute Of Art, Design Art Itt Management Program, Management Communications

R.R. Donnelley, Quality Assurance Program  
University of New Mexico, Fine Art/Art History