

Bob Borum
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EXPERIENCE

September 2007 - Present

GRAPHIC DESIGNER

Freelance — Creswell, Oregon 97426

Scope of work includes concept, design and preparation of advertising and graphics for a variety of clients. Projects include ads for newspaper and magazine; outdoor boards; point of purchase and display pieces; direct mail campaigns; corporate logo and identity design; event marks and logos; product branding; annual reports; collateral materials; technical drawings; illustrations and programs. Projects require both email and telephone interaction with clients and vendors. Limited copy writing.

Experienced on the following industry standard software using a G5 Mac system: Adobe Creative Suite 3 (Illustrator, Photoshop, GoLive, InDesign and Acrobat) and Quark XPress. I also have extensive knowledge of traditional art preparation and production.

Clients include McDonald's; Sony/ATV Music Publishing; ASCAP; The Bank of Nashville and Brenda Lee Productions, Inc.

April 2000 - August 2007

ART DIRECTOR / DESIGNER

Bill Hudson & Associates, Inc. — 1701 West End Avenue, Nashville, Tennessee 37203

Responsibilities include the concept, design and preparation of advertising and graphics for agency clients. Projects include ads for newspaper and magazine; outdoor boards; point of purchase and display pieces; direct mail campaigns; corporate logo and identity design; event marks and logos; product branding; annual reports; collateral materials; technical drawings; illustrations and programs. Projects often require directing photo shoots; checking jobs on press; direct interaction with clients and vendors and some copy writing.

Experienced on the following industry standard software using a G5 Mac system: Adobe Creative Suite 2 (Illustrator, Photoshop, GoLive, InDesign and Acrobat) and Quark XPress. I also have extensive knowledge of traditional art preparation and production.

Primary clients are McDonald's; Sony/ATV Music Publishing; ASCAP and The Bank of Nashville.

March 1997 - March 2000

DESIGNER / GRAPHIC ARTIST / WEBMASTER / ROAD MANAGER

Brenda Lee Productions, Inc. — 2172 Carson Street, Nashville, Tennessee 37210

Responsible for the concept, design and final preparation of all advertising and graphic projects for Brenda Lee Productions. Worked with vendors to obtain estimates; with color separators and printers to review and approve blue lines and proofs and press check projects. Webmaster for recording artist's official web site. Worked directly with artist, manager and booking agent on all advertising and PR. Job required the flexibility of working both inhouse and on-the-road using a Mac system and the industry standard graphics and layout software.

In addition to the graphic requirements of the job, I was also responsible for working with various media organizations to schedule interviews for publication and broadcast; publish artist songs with BMI; obtain copyrights from U.S. Copyright office; and obtain mechanical licenses for artist's publishing company. Organized and maintained archives of artist's photos, negatives, videos, printed material and music. Maintained merchandise inventory.

To add to the excitement of this job were the responsibilities as road manager. This included traveling and working side by side with artist; organizing and coordinating travel plans; room accommodations for artist and band; dressing room accommodations; interviews; venue meet-and-greets and after shows autograph security. Worked with road crew on equipment set-up and tear-down as well as working with sound engineer during all performances. Sold merchandise both mail order and on tour.

Continue my professional relationship with Brenda Lee Productions maintaining artist's web site and working on various projects on a freelance basis.

January 1996 - March 1997

DESIGNER / GRAPHIC ARTIST / PRODUCTION ARTIST

Innovative Images — 2406 Kline Avenue, Nashville, Tennessee 37210

Responsible for the concept, design and computer rendering of two-dimensional and three-dimensional color comps for sales presentations. Prepared all final production art; performed pre-flight on all inhouse and client files before ripping files; converted client files when necessary; trapped colors and output film for silk screen printing. Various projects included banners; posters; POP displays; counter displays; translites; static clings; real estate signs; and vacuum formed displays.

Working on a Mac system using Adobe Illustrator, Quark XPress and Adobe Photoshop for all in-house design work. Art received from clients was created in a wide variety of programs which required an extensive knowledge of computers and other programs. For film output, Dolev and Scitex Autoframe software were used.

Clients included Bridgestone/Firestone; Dockers; McDonald's; Shoe Carnival, Statos Boats, Napa Auto Parts, Nike, New Balance, LA Underground, Reebok and Wal-Mart.

Continue my professional relationship with Innovative Images working on various projects on a freelance basis.

August 1991 - December 1995

GRAPHIC ARTIST AND DESIGNER / PRODUCTION COORDINATOR

Rose-Glenn Group — 299 South Arlington Avenue, Reno, Nevada 89501

As a member of agency's concept and design team, my responsibilities included concept, design; art production (both conventional and computer-generated). This included design, layout, illustrations, typesetting and final art production. Agency work included newspaper ads; magazine and magazine ads; books; outdoor boards; direct mail campaigns; corporate logo and identity design; event marks and logos, product branding; annual reports, collateral materials, technical drawings; illustrations and programs. Produced high quality comps for client approval.

As production coordinator, my responsibilities included estimating jobs, obtaining vendor quotes, purchasing outside services and scheduling work load to ensure production deadlines were met. Worked directly with Creative Director, Art Director and Account Executives. Coordinated projects with vendors including printers, photographers, color separation houses, illustrators, freelance artists, silk screen printers and outdoor sign companies.

Responsible for setting up and maintaining a Macintosh computer network as well as archiving work files. Primary software used by the graphics department were the industry standards: Adobe Illustrator; Adobe Photoshop and Quark XPress.

May 1981 - August 1991

PRODUCTION SUPERVISOR / SENIOR PRODUCTION ARTIST / COMPUTER GRAPHICS

Raychem Corporation — 300 Constitution Drive, Menlo Park, California 94025

Production supervisor and lead production artist in award-winning Corporate Communications and Design Center of this Fortune 500 company. Supervised staff and full-time freelance production artists. Worked closely with design manager and staff designers. Produced conventional and computer-generated comps and mechanicals for high-end 4/color sales literature. Maintained corporate standards for data sheets and installation instructions. Worked with divisional and corporate clients to produce technical illustrations for sales literature and trade show displays. Also worked with corporate offices to produce full-color 35mm slides, view graphs and prints for upper management meeting and presentations.

Established, operated and maintained a Macintosh computer network. Trained staff artists and designers on Adobe Illustrator, Quark XPress and Aldus Persuasion. Coordinated projects with outside vendors. Responsible for approving color keys, blue lines and press checks.

CLIENTS

The following is a list of employers and clients I have had the opportunity to work with:

Adidas	FBI	New Balance Athletic Shoes	Sony Music Publishing
ASCAP	John Ascuaga's Nugget	Nike	Stratos Boats
Brenda Lee Productions	LA Underground	Raychem Corporation	Sunset Magazine
Bridgestone/Firestone	McDonald's	Reebok	The Bank of Nashville
Brooks & Dunn	Monsanto	Reno-Tahoe Visitor	University of Nevada-Reno
City of Reno	NAPA Auto Parts	Shoe Carnival	Wal-Mart

COMPUTER SKILLS

Experienced on the following industry standard software using a G5 Mac system: Adobe Creative Suite 3 (Illustrator, Photoshop, GoLive, InDesign and Acrobat) and Quark XPress. Extensive knowledge of traditional art preparation and production.

EDUCATION

Degree: Bachelor of Fine Arts (BFA)
Major: Advertising Art and Graphic Design.
Minor: Jewelry Design
College: Texas Technological University
2500 Broadway
Lubbock, Texas

INTERESTS

Over the years I have combined my design and graphics skills with my love for rebuilding and scratch building automobiles. This includes every aspect from the design, fabrication and construction to final paint and upholstery. I also enjoy collecting nostalgia (furniture, music, prints, etc.) from my favorite era, "The Fifties", which (for me) covers the years from 1955 thru 1964. Over the last couple of years I have also started doing wood carving for fun and relaxation.