Freelance Clients

MTV / Viacom, Santa Monica, CA

Machinima, West Hollywood, CA

ArcLight Theaters, Hollywood, CA

Bunim/Murray Productions, Van Nuys, CA

Electronics Arts, Redwood City, CA

Target Corporation, Minneapolis, MN

Disney XD, Burbank, CA

Avatar Labs, Encino, CA

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Epitaph Records, Los Angeles, CA

Fat Wrechords, San Francisco, CA

Downtown Music / dmsFM.com, NYC, NY

Cutters, Chicago, IL

Premier Digital Publishers, Dallas, TX

LA Times.com, Los Angeles, CA

Warner Brothers, Burbank, CA

Frag'D Entertainment, CA

Endust / Nakoma Products, Chicago, IL

Jennifer Adams Home, Scottsdale, AZ

Hopeless Records, Van Nuys, CA

DownloadPunk.com, Van Nuys, CA

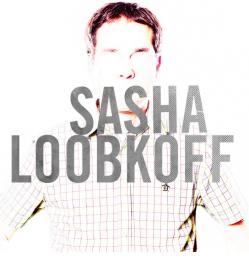
Kaiser Permanente, Pasadena, CA

ING / Financial Network, Torrance, CA

Belkin, Compton, CA

Skills

- Excellent project/team builder/leader.
- Experienced multi-tasker. Skilled in juggling the needs of clients, copy editors/ writers, artists/photographers, account executives/producers, etc. under tight deadlines to do the 'impossible.'
 - Well versed in the technical aspects of design, as well as web development (PHP, CSS, HTML5, MYSQL, JQUERY, BOOTSTRAP, etc.)



Sasha Loobkoff 3801 Eagle Rock Blvd., Suite 1 Los Angeles, CA 90065 510.387.2441 (cell) sashaloobkoff@gmail.com

Online portfolio:

http://www.sashaloobkoff.com

Work Experience

MAR. 2011 - PRESENT, (FEB. 2002 - MAY. 2005)

FREELANCE ART DIRECTOR - WEB, PRINT, MOBILE, MOTION

www.sashaloobkoff.com

Partial Client List: ArcLight, Disney, Bunim/Murray Productions, Electronic Arts, GameStop, Downtown Music, Los Angeles Times, Premier Digital Publishers, Endust, Jennifer Adams Home, Epitaph Records, Fat Wrechords.

JUN. 2005 - MAR. 2011

ART DIRECTOR

GOTV NETWORKS (Now Phunware), SHERMAN OAKS, CA

- Established the network's art department and created the look and feel for the company's large array of products (Short-form television channels/programs, mobile applications, websites, print collateral, etc.)
- Hired and mentored junior artists/ editors. Rigorously enforced branding guidelines, providing a strong graphic vision.
- Fulfilled the needs of GoTV's many departments (Sales, Studio, Marketing, Technology, Business Development and Coroporate) to create an innovative and visionary brand image.
- Concepted a wide range of innovative multi-platform Mobile applications (20+) (UI, UX, wireframes).

NOV. 1999 - JAN. 2002

SENIOR PRODUCTION DESIGNER

MARKETING DRIVE WORLDWIDE (Now Match Drive), SAN FRANCISCO, CA

- Created numerous integrated marketing campaigns (web and print) for Palm, Intuit, PG&E, Visa and Wells Fargo from design to final production. Campaigns included in-store displays, product literature, packaging, web pages, direct mail material, posters, banners, advertisements, etc.
 - Developed agency's initial broadband projects for Visa, VisaOnline, Wells Fargo.
 - Produced PG&E 2000 Comfort Home/Energy Star campaign. Commissioned illustrator.
 - Art Directed several Palm projects including 2001 Back to School campaign. Directed photoshoots.

SEPT. 1998 - SEPT. 1999

NATIONAL PRODUCTION DIRECTOR

GET UP AND GO! MAGAZINE / AGE WAVE COMMUNICATIONS, EMERYVILLE, CA

- Managed all aspects of pre-press for national monthly magazine (Readership 1.6 million).
 - Supervised 8 regional production hubs on design, deadline and technical issues.
 - Heavy page/ad design, communications with printers/clients, 4/c pre-flighting, staff development.
 - Successfully devised print cost reduction strategies with respect to color usage, ad placement, equipment and staffing. Created an extremely efficient production process – 100% digital.

MAR. 1996 - JULY 1998

GRAPHIC DESIGNER

BERNARD HODES ADVERTISING, PALO ALTO / SACRAMENTO, CA

- Involved in all phases of agency art department; from creative to production.
- Clients: Intel, Oracle, Wells Fargo, Apple, 3Com, AMD, Lockheed, Sun Microsystems, Phillips.
 - Designed/produced print ads, web graphics/animation, billboards, collateral literature, corporate tchotchkes (magnets, stickers, t-shirts, etc.), movie slides.
 - Pre-Press (ran 4/c film, scanning, color correction, pre-flight, etc.).

NOV. 1993 - MAR. 1996

ASSISTANT ART DIRECTOR/GRAPHIC DESIGNER SAN FRANCISCO BAY GUARDIAN. SAN FRANCISCO. CA

- Co-managed editorial layout/design of free news-weekly (Readership 350,000+).
 - Designed/produced majority of interior pages (scanning artwork/page layout).
 - Conceptualized and assigned illustrations/art. Directed and scheduled photo shoots.
- Designed advertisements, promotional pieces, etc.
 - Layout, typesetting, scanning, paste-up, color preparation, etc.
 - Art directed/created multi-ad Guardian promotional campaigns.
- Reviewed artist/photographer portfolio submissions, conducted interviews.
- · Compiled weekly art budget.

Education

Bachelor of Arts Degree – University of California, Berkeley – Mass Communications.