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## Freelance Clients

*latimes.com, Los Angeles, CA*  
*GoTV Networks, Sherman Oaks, CA*  
*Ser International, Los Angeles, CA*  
*FlyFone.com, Los Angeles, CA*  
*DownloadPunk.com, Van Nuys, CA*  
*Kaiser Permanente, Pasadena, CA*  
*ING / Financial Network, Torrance, CA*  
*Hopeless Records, Van Nuys, CA*  
*Belkin, Compton, CA*  
*DMJM Harris, Los Angeles, CA*  
*Century 21 Butler Realty, SB, CA*  
*Warner Brothers, Burbank, CA*  
*Boating Magazine, NYC, NY*  
*Pulse Media, San Jose, CA*  
*Cinder Block, Oakland, CA*  
*Studio 3, Palo Alto, CA*  
*Dulin Advertising, Mountain View, CA*  
*Wells Marketing, San Francisco, CA*

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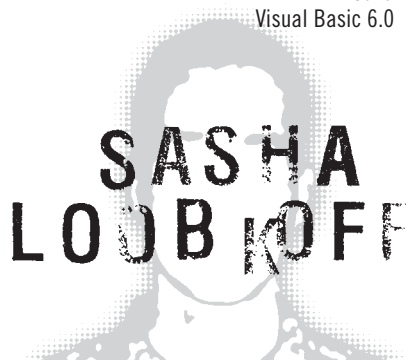
## Software (Macintosh & PC)

QuarkXPress 6.0  
Adobe Photoshop 7.0  
Adobe Illustrator 9.0  
Macromedia Freehand 10.0  
Adobe Acrobat 5.0  
Pre-Flight 5.3  
Microsoft Office  
(Word, Excel, PowerPoint)  
Adobe ImageReady 7.0  
Macromedia Flash MX 2004  
Macromedia Firework MX 2004  
Macromedia Dreamweaver MX 2004  
Adobe GoLive 4.0

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## Programming Languages

HTML / XHTML / XML / XSLT / CSS / RSS  
Javascript / Actionscript  
PHP / MySQL  
Perl  
C++ / MFC  
Java  
Visual Basic 6.0



Sasha Loobkoff  
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## Online portfolio:

<http://www.sashaloobkoff.com>



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## Work Experience

### JAN 2002 – PRESENT

#### FREELANCE GRAPHIC ARTIST / WEB PROGRAMMER / WEBMASTER

- Print design and production
- Conceptualize, design and program websites on a freelance basis. Includes HTML, DHTML (Javascript/CSS), CGI (perl, php, mysql), Flash animation/actionscribing, copywriting/content management and audio/video.
- [www.c21butler.net/Rentals](http://www.c21butler.net/Rentals) • [www.c21butler.net/vacationRentals](http://www.c21butler.net/vacationRentals) • [www.solea.org](http://www.solea.org) • [www.gosamgo.com](http://www.gosamgo.com)
- [www.slappedtogether.com](http://www.slappedtogether.com) • [www.primedentertainment.com](http://www.primedentertainment.com) • [www.sashaloobkoff.com/japan](http://www.sashaloobkoff.com/japan)

### NOV. 1999 – JAN. 2002

#### SENIOR PRODUCTION DESIGNER

##### MARKETING DRIVE SAN FRANCISCO, SAN FRANCISCO, CA

Chris Jannes, Studio Manager 415.951.0203

- 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.
- Greatly aided in developing agency's online capabilities.
  - Designed and hand-coded 10+ page websites for Visa and Wells Fargo.
  - Developed standard for producing promotional material on VisaOnline.
  - Created Marketing Drive SF's Flash-based home page and many online business proposals.
- 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

Gary Parkhurst, Senior Vice President 510.939.5204

- 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.
  - Designed editorial templates/style sheets. Oversaw complete redesign.

### MAR. 1996 – JULY 1998

#### GRAPHIC DESIGNER

##### BERNARD HODES ADVERTISING, PALO ALTO / SACRAMENTO, CA

Sue Olbur, Traffic Manager, Palo Alto 415.775.1502

Linda Duffin, Branch Manager, Sacramento 1.800.782.3440

- 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

Thomas Dvorak, Production Manager 415.255.3100

- 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.

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## Education

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

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## Skills

- Macintosh and IBM system/network management. Microsoft 2000 Professional certified.
- Project/team management.
- Experienced multi-tasker. Skilled in juggling the needs of clients, copy editors/writers, artists/photographers, account executives and administrators under **tight deadlines**.
- Ten years design/pre-press expertise; from print to web, black and white to full color.