








ROB BECKER

CONNECT

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-  Robert Becker
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SUPERVISION

- Art Direction & Graphic Creativity
- Team & Time Management
- Project Planning & Coordination
- Organization & Attention to Detail
- Production & Deadline Delivery

SKILLS

- Logo & Brand Design
- Editorial Layout
- Typography
- Print & Web Advertising
- Signage & Large Format Design
- Informational Graphics
- Sales & Marketing Materials

SYSTEMS

- Adobe Creative Suite
InDesign, Photoshop, Illustrator,
Acrobat, Bridge
- PowerPoint, Word
- WordPress, Elementor, Beaver Builder
- Basecamp

PROFESSIONAL EXPERIENCE

Art Director / Production Manager

*Varsity Communications • March 2000 - July 2020
Lynnwood • Washington*

Department Manager/Supervisor

- Production department manager at an events and publishing company for over 20 years.
- Supervision of the department staff, including a graphic designer and a web developer.
- Principle lead in the hiring process for the department including, identifying candidates, review of resumes and portfolios, conducting interviews, and final selection of new staff.

Art Direction & Design

- Art director and senior designer for multiple consumer and organizational publications cover to cover for over 20 years.
- Art direction and senior designer for multiple nationwide events and trade shows in several pursuits including; golf shows, wine and food tasting, spirits tasting, soccer expos, dog shows, and a vintage-re-purposed product market.
- Design and direction of event collateral including everything from tickets, certificates, and event guides, to on-site signage and banners. I was responsible for all graphic materials needed to produce the show.
- Lead designer for company marketing and sales materials both with existing clients and for potential new lines of business.
- Design and rebrand of the company identity twice during 20 years of employment.
- Responsible for keeping multiple websites up to date with brand messaging, show specifics, and all information leading up to and during several events.
- Reviewing supplied advertising artwork from both local and international clients for placement into multiple publications. Confirming files complied with project specifications, or making changes as needed to meet project requirements.

Production Manager

- As production manager I was responsible for developing department calendars for all company publishing and event project business. Working with sales staff on advertising deadlines, design staff on design and production timelines, and coordinating these schedules with both internal and external clients as well as outside service vendors.
- Responsible for delivery of projects to both local and nationwide vendors for printing and collateral materials production. Worked with vendor-specific delivery and proofing systems. Including sign off of final proofs to approve production of projects, both remotely or at on-site press checks.
- Maintained an in-house print shop, keeping equipment serviced and supplies stocked. Utilizing these tools to create all levels of event collateral materials on schedule and on-demand. Including producing signage on a large format Canon printer. Shipping these products to different venues nationwide.

Event Team Staff

- Traveled to different event markets as part of the show production team. Working as part of that team on all aspects of running a consumer trade show from start to finish. Helping with event setup and tear down, coordination and supervision of volunteers, and running show activities.



EDUCATION

- University of Washington
- Bachelor of Fine Arts
- Focus on Graphic Design

INTERESTS

- Hiking & Backpacking
- Camping
- Travel
- Photography
- Community Service
- Craft Beer

REFERENCES

- Available upon request

Graphic Designer

Varsity Communications • November 1997 - March 2000

Graphic Design

- Graphic designer on consumer and organization publications for clients nationwide.
- Publication work involved multiple simultaneous production time-lines year-round including design and layout from start to finish. At points, this included a volume of 8 to 10 publications at the same time with a total of up to 18 different publication titles over several years.
- Delivery of final digital files to printers nationwide using vendor-specific delivery and proofing systems. Review of proofs for final approval both remotely and with on-site press checks.
- Design and re-brand of the company identity within the first month of employment. Developed a completely new suite of company business materials.
- Design of advertising for local businesses in multiple publications. Worked directly with clients on design concepts, final approval, and placement into publication projects.
- Design for golf and soccer consumer trade shows including all collateral print and signage.
- Reviewing and processing supplied artwork from both national brand and local advertisers for use in multiple publications. Confirming files complied with project specifications, or making changes as needed to meet project requirements.

Freelance Graphic Design & Production

becker&mayer Publishing, BBFM Marketing, Leimer Cross Design • Freelance 1996 - 1997

- Design and production of graphic materials. Including; annual reports, capability brochures, quarterly statements, trade magazine ads, direct mail brochures, information booklets, event materials, corporate collateral items, book cover design, logo development, prepress markup, and production. Developed graphic concepts with Art Director or worked independently on client projects.

Senior Graphic Designer

United Way of King County • 1991 - 1996

- In-house graphic designer producing agency materials. Annual reports, brochures, displays, event materials, fliers, invitations, letterhead packages, manuals, newsletters, and signage. Managed production schedule from layout to delivery. Handled multiple projects with tight deadlines. Worked with vendors to produce items within budget and on schedule. Client affiliations: The Boeing Company, EvansGroup, Puget Power, SAFECO Corporation.

Design Partner

3 x 5 Design • October 1991 - August 1992

- Small business started with design colleagues. Worked primarily for nonprofit organizations. Projects included identity development for fund-raising events and cultural celebrations.

Freelance Graphic Production

Generra Sportswear, Ken Shafer Design, Roberts-Fitsmanhan & Assoc. • Freelance 1990 - 1991

- Graphic design, paste-up, color separations, film organization, and board preparation.

Design & Production

International News Inc. • 1990 - 1991

- Production of packaging and collateral print materials for a clothing company, including design of silkscreen program projects.