



Gary Solomon

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Career Objectives

To obtain a challenging and rewarding career that offers the opportunity to grow. Utilizing my big picture thinking, marketing, art & design skills developed through my professional experiences.

EXPERIENCE

On Staff Full Time

March 2006 to Present

Creative Director

COOPER BEAVERS – MARKETING, ADVERTISING, PUBLIC RELATIONS –

As Creative Director I am responsible for the creative ideas, art direction and strategic brand of the company and its clients. I have a hands-on approach with the creation of logos, art directing photo shoots and designing websites. Other responsibilities include the supervision of staff designers, production artists, writers, web developers, freelancers and printers. My administrative duties include client contact and developing creative briefs. Ensuring standards and practices of brand management and consistency. As creative director, coming up with big ideas are priority one. My ultimate responsibility is making sure that our clients are well served and a quality product is always delivered.

Projects include:

ANDREWS INTERNATIONAL (Global Security Partners) – A complete branding program with logo design, logo guidelines document, corporate capabilities brochure, vertical market tool kit and website.

SAN FERNANDO VALLEY BUSINESS JOURNAL – Book of Lists cover design and illustration

PRO ACTION SPORTS (sports agents) – New business branding program with trademark and capabilities collateral.

NOBEL CHARITABLE TRUST – New logo design, corporate identity and marketing materials

VISIBLE GRAPHICS – National Sign Fabrication, Project Management and design. Create new logo and brand. Create all marketing materials, trade show graphics, and lead generating programs. Develop brand strategy and implementation.

September 2005 to August 2006

Creative Director/Art director and designer

THE FRIEDMAN GROUP (International Retail Consulting & Training) – Responsible for re-branding the company. The objective of pursuing larger clients with multiple stores required a fresh and more global presence. This was accomplished by streamlining the companies training courses with the visual and name brand of the company and unique course title. The entire



product line was re-designed. The new branding and designs were followed through to the packaging, videos, and titling animation, course literature and final website.

January 1991 to September 2005 (SEE FREELANCE)

August 1986 to January 1991

Creative Director and Art director

DAK INDUSTRIES (direct response catalogers) – My responsibilities were divided into two.

1. Art Director 2. Creative Director. As the creative director, I headed up the direct Response division overseeing designers and production artists.. Anything in an envelope that went out to potential customers was my responsibility, from concept to final execution. As an art director, I would concept ideas and follow through with design, photo-shoots and press approvals.

I was responsible for adhering to budgets and developing control packages and testing. I had also created special sections in the catalog and various cover concepts and designs.

June 1981 to August 1986

Art director and designer

GUESTINFORMANT MAGAZINE (publishers of hard cover hotel guest guides) – As an art director, I was responsible for photo-shoots, logo design, client ads, direct mail, point-of-purchase, Press Kits and Illustrations. I also managed the creative staff of designers and production artists.

March 1984 to June 1986

YOUNG & RUBICAM ADVERTISING (San Francisco)

Art director and designer

I was responsible for the Rock & Roll Museum Project. I created logo designs, direct mail, event tickets and T-shirts.

Freelance and on staff freelance

January 1991 to September 2005

GSD Studio – *Creative Director/Art Director/Designer*

June 2002 to September 2005 on staff freelance

VERIZON WIRELESS (wireless communications)

Art director and designer

Created logo designs, trade shows, direct response, retail newspaper ads, outdoor, Radio and indoor POP.

Seasonal: November to July, from 1999 to 2005

FOOTE CONE formerly BOZEL WORLDWIDE

Art director and designer

Art direction & design of Kawasaki Motorcycles, ATV and Watercraft, radio, TV, print and DM.



On staff freelance

1995 to 1999

SCHROFFEL & ASSOCIATES

Art director and designer

Projects include: UCI MEDICAL CENTERS consumer print, direct mail, TV
THE BILTMORE REGENCY HOTEL consumer print, direct mail, website

DANIEL FREEMAN HOSPITALS website design.

HOTEL PARTNERS/INSIGNIA ESG capabilities brochures & press kit

THE COOK ISLANDS Website design

THE TURTLE ISLANDS Website design

NET ADVANTAGE Corporate Identity, Website

UNIVERSITY OF JUDAISM 50th Anniversary Magazine, Direct Mail

GOOD SAMARITAN HOSPITAL Monthly Newsletter

KABC TALK RADIO Outdoor Advertising

ABERT POINDEXTER

Advertising Art director and designer

Projects include: MALAYSIA AIRLINES Ad Campaign
VIEWSONIC COMPUTER MONITORS Ad Campaign

ICE BOX ADVERTISING formerly POTTER/KATZ/POSTAL/FERGASON

Advertising Art director and designer

Projects Include: VIVITAR Print and Outdoor

HINOICHI TOFU Packaging and Collateral

MOUNT SINAI MEMORIAL PARKS Print, Broadcast, Outdoor

HILLSIDE MEMORIAL PARKS Print

EL CAMINO MEMORIAL PARKS Print and Broadcast

WESTERN BAGEL Logo Design, Packaging, Branding, Environmental Graphics

CLANCY'S RESTAURANT Print Ads

HONDO'S MEXICAN BAR & GRILL Print Ads and Mascot Logo Illustration

LENMAR BATTERIES Print Ads,

BURKE WILLIAMS

Creative Director/Art director and designer

Various projects of the following: Logo and Tag line, Branding, Corporate Identity, Packaging, Collateral, Direct Response, Signage.

MOSAIC Advertising & Marketing

Art director, designer and Illustrator Projects include: THOUSAND OAKS AUTO MALL consumer print, direct mail, TV, radio - Includes individual dealerships (MAZDA, ACURA, VOLVO, Jaguar



UK/LA Sponsored by Jaguar Automotive consumer print, direct mail, posters, point-of-purchase and Newspaper JAGUAR MOTOR CORPORATION – UKLA Poster Illustration and Design and POP. SILVERSTAR Logo Design, MOSAIC Logo, Packaging, Corporate Identity, Portfolio Presentation & Capabilities Package

ON-SITE LASER MEDIC CORPORATION

Art director and designer

Projects include: Logo, Corporate ID, Trade Shows, Collateral, Direct Response, and Signage

AWARDS

Advertising

LULUS Presented by The Los Angeles Advertising Women
Consumer Campaign• Annual Magazine• Direct Response Mail campaign

MAGGIE AWARDS Presented by the Western Publications Association
Best cover categories • Best "Corporate Media Kit Package

GOLD AWARDS Presented by the University Awards Coalition
Magazine and magazine cover design

CONSUMER ELECTRONICS AWARDS Presented by Shoot Magazine
One Of The Years Best ads

VALUE PLUS AWARD Presented by The Internet Travel Agencies of America
Best Travel Website

JD POWERS AWARDS Presented by JD Powers & Associates Best Print Campaign

AMERICAN LOGO - Best in America Presented by Madison Square Press
Corporate logos and identities (12 different marks)

Marketing

TOP10 MAILINGS Presented by Target Marketing Publishing
Best direct response mailing package of the year.