

Eric Tobias

PRODUCTION ARTIST

Petaluma, CA

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Summary of Experience

My background includes extensive and unique experience as a Graphic Production Artist. After years of hands-on experience in the printing industry operating both offset and digital printing presses I switched to the front end working solely on the computer production end of the graphic design industry.

My occupations have always been in areas of printing, marketing and advertising. My interest and ability to keep current with current software applications gives me the advantage of efficiently and consistently producing high quality work. These skills combined with my extensive knowledge of the printing process gives me a unique understanding of how to prepare print-ready files. When communicating with my creative team my technical knowledge and creativity builds confidence and makes their decisions regarding projects easier and leads to the best solutions for all.

Skills and Strengths

Committed to paying close attention to detail

Moves projects to completion in a timely manner

Works well independently, while also enjoying opportunities to collaborate

Refined eye for photo manipulation and enhancement

Competent and comfortable suggesting improvements and format modifications to increase production quality and adherence to specified standards

Proficient and skillful photographer

Flexible, responsible, open minded, respectful, independent and collaborative, resourceful, dependable and innovative

Capabilities

Expert level knowledge in Adobe Creative Suite (InDesign, Photoshop, and Illustrator), and Quark

Mac proficient and knowledgeable in troubleshooting and maintenance

Photo manipulation, including color correction, scaling, cropping, retouching, repositioning

Creating files for foils, emboss, deboss, dies, and spot colors

Preflighting customer and final files for press

Experience

Freelance Production Artist

Athleta, Gap Inc.

Catalog Production

Petaluma, CA
Aug 2013 - Present

Revised creative files during round reviews based on internal edits, accurately and efficiently.

Freelance Production Artist

Bianca e Nero, Dane County Credit Union

- Direct Mail
- Large Format Signage
- Various Marketing Collateral

Madison, WI
2011 - 2013

Senior Production Designer

Denver, CO
2010 - 2011

Wright Casino Marketing

Fundamental part of a seven person creative team, which took detailed direction from the Creative Director and managed multiple projects under specific deadlines. I readily adapted to changes in priorities. I filled the role of the principal individual responsible for ensuring 100% accuracy of all print projects. As part of the "Best Practices Team" I was responsible for instituting the process of working toward improved efficiency. Responsible for developing "Brand Standards Manuals" utilized by multiple clients as a means to foster strong communications between creative department and account executives. Personally photographed multiple product shots for client projects.

Freelance Production Artist

Denver, CO
2008 - 2010

Epiphany Marketing, Atlas Advertising, Barnhart and The Integer Group

Recruited by multiple companies based on my reputation for high quality dependable production graphic projects, flexibility to work under direction of various management styles, and my ability to be either onsite or remote. I often worked for multiple companies while simultaneously managing their projects with overlapping deadlines.

Production Artist

Centennial, CO
2006 - 2008

The Communiqué Group

I juggled multiple projects while meeting tight deadlines and prepared complicated multi-part brochures and mailings for press. I was responsible for advertisement resizing and coordinating file specifications and delivery with publication production departments. I gave final approval on press checks and maintained file and photo archives. I photographed many client photo shoots.

Production Artist

Burbank, CA
2001 - 2006

LAgraphico

In a very large and busy print shop environment I worked on multi-person projects adhering to complicated communication, tracking and file naming conventions. I prepared involved packaging projects while adapting to changing software and hardware systems.

Interest

www.inTransitionStudio.com

Photography

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