



a production &
portfolio book
with résumé

robert zambrana
2007

HELLO
my name is

My name is Robert Erik Zambrana and I am a graphic artist and designer. With over nine years of experience, a BFA in Graphic Design and recognition by **Who's Who - Executives and Professionals** for my freelance company Graphic Outpost, I have the experience, versatility and ability you're looking for.

With a background in illustration, direct mail and printing, I am very production conscious and am fully fluent with all industry standard imaging and layout programs. Keeping up with the shift towards digital design, I have taught myself XHTML and CSS for fully accessible W3C compliant web design, and have been getting more familiar with Flash 8 and PHP.

Spending over five years with Northern Virginia's **Jack Morris Advertising**, I had the opportunity to work on projects ranging from simple business cards to community-wide sign packages. Even though **Jack Morris** is a general service Ad agency, the amount of builder-based experience I gained there was immense, and if not for my move to Charlotte, I would certainly still be with them.

Taking the opportunity to try something new since the move, I've spent the last two years working freelance; To try my hand at being the creative, production, and administrative sides all by myself. What I've realized is that I've missed being part of a team, and I am anxious to put my experience and ability to work for a growing company.

I am enthusiastic, versatile and experienced, and I'm looking to join a growing team, or help you build your own in-house advertising and marketing department!

**What are you waiting for?
Call me at 704-841-8537 today!**

10 Great Reasons for you to hire me today

1. I am professional, yet fun to work with.
2. I have practical, hands-on experience in a wide range of advertising and marketing related fields.
3. I am used to producing a great product on a limited budget.
4. I have produced several award-winning site illustrations, signs and marketing materials for major builders and projects.
5. I am completely fluent with all Macintosh OS's, and familiar with recent Windows, and have worked cross-platform before.
6. My inclusion in "**Who's Who - Executives and Professionals**".
7. I have print, web and sign design experience; Real world versatility, *not just training.*
8. I am used to managing multiple jobs vendors, and freelancers, often two states away or further.
9. I embrace consistent branding and understand the importance and value of working within and expanding established identities and standards.
10. I listen to client needs and concerns and I *actually implement them.*



Skills and Abilities

Key Skills

Versatility
Resourcefulness
Originality
Marketing
Imaging
Production
Branding
Project Coordination
Revamp/Reinvigorate

Macintosh Computer Fluency

Photoshop CS2
Illustrator CS2
InDesign CS2
ImageReady CS2
Acrobat 6.0 Professional
QuarkXPress 3.3—6.5
Dreamweaver 8
Fireworks 8
Freehand MX 2004
PageMaker 6.52 (*Classic*)
PhotoFrame 2.5
Genuine Fractals PrintPro 3.0
Flaming Pear Filter sets (*various*)
Bryce 5.5
Suitcase X1

Technical Fact

No pre-existing imaging was used in the creation of this book. The crate on the cover was built in Photoshop using pictures I took of decking. The puzzle was built up from a drawing of a jigsaw puzzle in Illustrator and Photoshop, as was the classified ad page. The site map, renderings and floor plans in the spread were also all created from scratch in Illustrator and Photoshop.

Familiarity With

Word X
PowerPoint X
Toast Titanium 6
Poser 6
Paparazzi
DAZStudio
Painter 9
FontLab 4.6
FontDoctor X
GarageBand
SoundStudio
iMovie HD
QuickTime Pro
Filemaker Pro 8
Flash 8 Professional
Adobe Premiere (version 6)
PowerRIP X
VectorWorks 10.5
FTP transfer utilities

Other Notable Skills

XHTML 1.0
CSS 2.1
General Photography
IPB and SMF Forum skinning and administration
Limited cartooning, illustration and copywriting
Limited Macintosh tech and maintenance
Studying PHP5 and SQL5

This book was laid out in Adobe InDesign CS2 with backgrounds and composites in Adobe Photoshop CS2 and Adobe Illustrator CS2. Photographs were shot using a Canon Digital Rebel XT, scanning was done with a Microtek 8700 Pro, and all layout and imaging performed on a Power Mac G5 2.3 Dual running Mac OS X 10.4.8 and printed entirely on a Hewlett-Packard Color LaserJet 2605dn.



Marketing & Directional Signs
Site Illustrations
Marketing Site Plans
Location & Area Maps
2-d Residential Renderings
Image Compositing
Floor Plans
Entry Monuments
Sales Displays



Available for immediate hire.

704-841-8537 • home

703-217-8507 • cell

rzambrana@rzambrana.com



builder-based advertising and marketing
print • web • signage

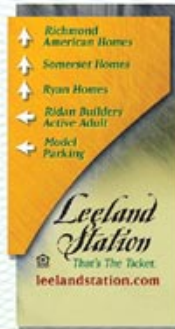
A very small sampling of
Signs and Displays



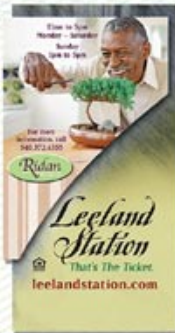
Leeland Station



Actual Sign



FARRELL
&
SOUTH RIDING
pediatrics



Actual Sign

President's Pointe
A STANLEY MARTIN CLUB COMMUNITY



Employment Section

Direct Marketing

LIST SERVICES CORPORATION
in Bethel, CT, from
September of 1998 to
April of 1999.

Full-time **GRAPHIC
DESIGNER** position in
Advertising & Promotions
with a promotion to
**ASSISTANT CREATIVE
DIRECTOR** of Marketing
early in 1999.

Education

BACHELOR OF FINE ARTS
Graphic Design – 1998
Savannah College of Art
and Design, Savannah, GA

On the web: www.scad.edu

Advertising/ Graphic Design

JACK MORRIS ADVERTISING,
also known as Jack
J. Morris Associates,
formerly of Falls Church, VA
and currently of Leesburg, VA.

Hired for **GRAPHIC ARTIST**
position in May of 2000.
Stayed with company until
move to Charlotte in August
of 2005.

Freelance Design

**GRAPHIC OUTPOST/
UNION8 STUDIOS**, a
loosely organized group of
freelance designers and
illustrators, began taking
business in December
of 2001.

This freelance studio would
start in Leesburg, VA, move
to Ashburn, VA and become
the company **GRAPHIC
OUTPOST** in Charlotte, NC
(see below)

Recognitions

Inclusion in Global Register's
2006-2007– "EXECUTIVES
AND PROFESSIONALS"
edition.

Commercial Printing

**DIRECT PRESS MODERN
LITHO** in Springfield, VA
was seeking a full-time
PRODUCTION ARTIST in
August of 1999.

Position developed into
**ACTING ASSISTANT ART
DIRECTOR** with eventual
promotion to **PRODUCTION
MANAGER** of Internet Sales
& Services.

Left position April 2000,
company is now defunct.

Entrepreneurship

GRAPHIC OUTPOST, as
Owner/Creative Director.

Officially opened as a
recognized business in
Charlotte in October of
2005. Handles contract
and client work as a
freelance network,
currently with in-house
creative and production
direction.

GRAPHICOUTPOST.COM
RZAMBRANA.COM

A resume tells you facts,
but isn't always forthcoming
with real answers. What
experience have I really
gained from these positions?
What can I really do?

Advertising Design • Area Maps • Banners • Billboards • Blog Styling • Branding • Brochures •
Business Cards • Catalog Design • Cloning & Healing • Compositing • Comprehensive Sign Packages
• Community Site Plan Illustrations • Copy writing • Corporate ID • Datasheets • Display Kiosks •
Directional Signs • Entry Monuments • Environmental Signage • Floor Plan Illustrations • Flyers •
Framed Displays • Forum Styling • General Photography • Imaging • Interior Signs •
Interactive e-Publications • Informational Graphics • Investors Proposals • Invitations • Letterhead •
Location Maps • Logo Design • Marketing Plans • Mailing Labels • Newsletters • Postcards • Posters
• Presentation Backgrounds • Press Kits • Print Production • Project Management • Promotional
Items • Proposal Covers • Regional Advertising Campaigns • Sales Center Design • Sales Collateral •
Self-Mailers • Silhouetting & Masking • Spot Illustration • Targeted Marketing • Trade Show Displays
• Typography • Vehicle Graphics • Vendor Coordination • Web Animation • Web Graphics •
Website Design • Window Displays • Window Graphics

Is there something you'd like to ask?

Call and set up an interview today!

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graphic design
advertising design
sign & display design
creative & production
print & web design