

Bruce Philpott

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CAREER GOAL

To use the graphics and photographic skills I've acquired through years of experience and training to provide both immediate and long term profit for a growing company; to increase sales by developing and producing a wide range of print media and/or web sites in support of all departments; to create an image bank of photographs which will enhance a company's advertising and publicity releases for years to come.

EXPERIENCE

March 2004
to Present

Graphic Designer and Photographer

The Terlato Wine Group:

Rutherford Hill Winery, Chimney Rock Winery, Alderbrook Winery, Sanford Winery

Creating a broad variety of print media and web pages supporting direct wine sales and Terlato wine clubs using InDesign, Photoshop, Illustrator, Dreamweaver, Flash, ImageReady, FrontPage and HTML.

Improving efficiency of data input into graphics projects using Excel; monitoring project and equipment useage costs; creating templates and styles to streamline repeated projects and achieve product images of consistant, high quality.

Producing eye-catching, quality digital photographs of products, people and places for advertising and publicity. These photographs are not only proving to be invaluable in our current graphics projects, they are forming an image bank which will continue to enhance the company's image for years.

In general: Efficiently and artistically combining my original photographs and art with text to yield attractive print and web "collages" which sell the company's products.

February 1995 to March 2004 – Graphic Designer/Photographer, Self-employed (brucephilpott.com)

Santa Rosa:

Designed and produced logos, print graphics and web sites on both Macintosh and Windows using Photoshop, Illustrator, QuarkXPress, InDesign, PageMaker, Dreamweaver, Flash, ImageReady, and HTML. Clients included Delta Machinery, Empire Manufacturing, Santa Rosa Junior College, Paperbacks Unlimited, and the CB Tool Group.

Rohnert Park:

Created canvas mounted family wall portraits, indoors and at scenic locations. Earned Best of Show in Professional Photography at the Sonoma-Marin Fair. Selected to judge photography competitions in Sonoma and Marin counties.

July 1996 to March 2004 – Customer Service / Graphic Designer

The CB Tool Group/Santa Rosa Tool, Santa Rosa, California

Served the varied needs of professional and advanced amateur woodworkers. Responsible for creating and maintaining the website (cbtoolgroup.com), business forms, signage, catalog work and point of purchase graphics for a chain of four retail stores using Dreamweaver, Flash, HTML, QuarkXPress, PageMaker, Photoshop, ImageReady and Illustrator.

September 1990 to February 1995 – Journeyman Printer, *The Press Democrat*, Santa Rosa, California

Produced quality color ads in high production for a daily newspaper using MultiAd Creator in a Macintosh environment. Responsible for production of special sections and the bimonthly HomeFinder Magazine. Other skills included cutting detailed color separations, proofreading and paste-up.

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March 1973 to February 1990 – Journeyman Printer, *Petaluma Argus-Courier*, Petaluma, California

Produced quality color ads in high production for a (then) daily newspaper on a Compugraphic AdVantage. Spec'd type, pasted up, cut detailed color separations. Wrote software for reporters' laptops.

June 1977 to October 1990 – Photography Teacher

Petaluma, Rohnert Park, Novato and Napa Recreation Departments

Taught Creative 35mm Photography enabling over a thousand adults to achieve the photographs they'd always wanted.

EDUCATION

Bachelor of Arts Degree in Psychology - Sonoma State University, 1977

West Coast School of Professional Photography, Brooks Institute

Continuing classes at Santa Rosa Junior College in computer graphics and web design

AWARDS AND CERTIFICATES

2005 Adobe Graphics Achievement Award

(one of the first people ever to receive this award) -

Santa Rosa Junior College Computer Information Sciences Department

Certificate - Certification Training in Adobe InDesign - 2004

Certificate - Certification Training in Adobe Photoshop - 2000

Best in Show - Professional Photography - Sonoma-Marin Fair - 1988

First Place in Fine Art - Professional Photography - Sonoma-Marin Fair - 1988

First Place in Group Portraiture - Professional Photography -
Sonoma-Marin Fair - 1988

Award of Merit - Professional Photographers of America - 1984

Award of Merit - Professional Photographers of America - 1983

Award of Merit - Professional Photographers of America - 1982

VOLUNTEER WORK

The Photozo (www.photozo.com): Moderator, writer and Newsletter editor of this international online digital photography forum which provides information and inspiration to digital photographers of all levels of expertise without charge.

Family Connection: As part of a three-person team, helped homeless families to obtain housing and realize their goals of independence.

The Sierra Club: Produced their monthly newspaper, *The Redwood Needles*, for a year.

Sonoma County Literacy League: Taught English as a Second (or Other) Language.