



Anthony Blair-Borders

Creative » Web : Print

36624 Cabrillo Drive, Fremont, CA 94536 : 415.724.5515

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CAREER SUMMARY:

I'm an award-winning creative with a passion for great design and producing quality work who can do it all! With over a decade of experience working with all kinds of clients and utilizing all kinds of disciplines, I can take practically any print or web project from conception to completion. My design talent, eye for elegance, style, knowledge, and expertise has meant success for all of my clients, ranging from multinational corporations to local businesses.

ACCOMPLISHMENTS:

- Over ten years of experience as a passionate graphic designer and creative
- Expert level knowledge with HTML, CSS, Dreamweaver, Photoshop, Illustrator, InDesign and Acrobat Professional
- Familiarity with Javascript, JQuery, and PHP
- Expert level knowledge of print production preparation and processes
- Experience with both overseeing a team and as part of a collaborative unit under aggressive deadlines
- Experience with presenting concepts to clients and articulating rationales
- Generated up to 15% target reaction with advertisements

EXPERIENCE:

Senior Creative

Belding and Associates, San Francisco, CA » September 2010—Current

- Responsible for the final design, production and development of a variety of print and web assets such as:
 - » eMailers
 - » Web sites and web landing pages
 - » Flyers
 - » Posters
 - » Multi-page PDF guides
 - » Quick reference guides
 - » White papers
 - » Trade show posters and collateral
 - » Promotional collateral such as branded T-shirts, mugs, and memory sticks
- Work within aggressive deadlines as an individual and as part of a small team of designers

Web Designer, Lead CSS/WordPress Developer

TriValley Internet, Pleasanton, California » January 2009—July 2010

- Created visually stimulating design and/or provided creative direction for over 30 new sites using Adobe Photoshop and Illustrator
- Developed or oversaw the development of approximately 30 new sites utilizing Dreamweaver, CSS and HTML
- Consulted with other visual designers as both an art director and a human factors expert (user interface and user experience)
- Developed dozens of eMailers, landing pages, and PDFs utilizing Photoshop, Dreamweaver and Acrobat Professional
- Understood and implemented Javascript and JQuery into site development where needed
- Developed user interface and user experience utilizing wireframes, prototypes, and mock-ups



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Web Designer, Lead CSS/WordPress Developer

TriValley Internet, Pleasanton, California » January 2009–July 2010 (continued)

- Interpreted and consulted with clients regarding their website needs, Internet marketing and future maintenance needs, and then presented concepts with design rationales to clients
- Developed sites for the user-content management WordPress PHP-based platform
- Assisted with search engine optimization (SEO), ensuring that client sites were among the highest ranking
- Supervised, trained and instructed two other developers in both a creative and in a CSS and WordPress (PHP) programming capacity
- Trained and instructed clients on WordPress's user content management system
- Maintained HTML, CSS and WordPress updates for over 50 existing sites
- Through reputation as a designer and developer, helped grow company from four to eight employees in less than a year's time
- Worked within aggressive deadlines

Art Director

Publicis Modem & Dialog, San Francisco, California » May 2006–December 2008

- Created practical success for clients; generating up to 15% target reaction to advertisements
- Created stylish and eye-catching designs while working within clients' brand standards
- Worked closely and collaboratively with a diverse team of writers, creative directors, production, and marketing staff
- Presented concepts to clients and articulated design rationales
- Conceptualized and designed award-winning print or web collateral, including (but not limited to):
 - » Print ads
 - » Direct mail
 - » eMailers
 - » Flash banners
 - » Web sites and web landing pages
 - » Interactive PDFs
 - » Outdoor advertisements
 - » Brochures
 - » White papers
- Created storyboards and both hand-drawn and vector illustrations
- Directed photo shoots
- Worked within aggressive deadlines

Senior Production Artist

Publicis Modem & Dialog, San Francisco, California • October 2005–May 2006

- Utilized strong eye for detail
- Planned and strategized print production needs for clients
- Coordinated workflow with account executives, art directors, and rest of the production staff
- Performed prepress, design review, proofing, layout, and print-ready checklist
- Produced work on schedule and under budget and within US Postal requirements
- Provided quality control and training for the rest of the production staff
- Coordinated production staff workflow
- Developed interactive Acrobat PDFs
- Worked within aggressive deadlines

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OTHER EXPERIENCE:

Freelance Creative

- Worked successfully as a freelance creative (when not employed full-time) since 1992
- Provided a stunning array of creative for a wide variety of clients, including (but not limited to):
 - » Graphic design and art direction for both print and web
 - » Production and development
 - » Color consultation and theory
 - » Logo design
 - » Icon design
 - » Marketing
 - » Search engine optimization (SEO)
 - » Package design
 - » Restaurant menus
 - » Illustration, painting, storyboards, and cartoons
 - » Concert posters, CD and DVD covers
 - » Digital collage/illustration
 - » Apparel design

COMPUTER SKILLS:

Adobe Creative Suite 5 (Photoshop, Illustrator, InDesign, Acrobat Professional), Microsoft Office Suite, QuarkXPress, HTML, CSS, WordPress, strong troubleshooting skills, expert knowledge base with cross-browser and cross-platform issues, understanding of Javascript, JQuery, and PHP

OTHER SKILLS:

Color theory, design theory, typography, conceptualization, marketing, illustration, digital collage, stock image and photo search, proofreading, print production, web development, user interface design, search engine optimization, supervision and direction, client consultation, type 80 wpm, highly developed eye for detail, strategic thinking, and multitasking

RECOGNITION:

Gold Create Award, Industry: Paper, Printing, Packaging, Category: Touch and Feel (Interactive Mailer), Sprint Chirp Book » 2007

First Place: Bay Guardian Cartoon Contest (Sequential Cartoon), Monk's Meditative Comic » 1995

EDUCATION:

Associate of Arts Degree (Advertising & Design), Collins' College, Tempe, AZ » 1990-1992

PAST CLIENTS:

Cisco, Hewlett-Packard (HP), Sprint, Wells Fargo, UBS, Jamba Juice, Amgen and Wyeth, Nestle, Calistoga Waters, TurboTax, LifeLine Screening, SF Climate Challenge, One Atmosphere, ID Tech Camps, Sequoia, CAKE (the band), and many others

RECOMMENDATIONS:

"Anthony's wide array of skills and strong work ethic have made him an invaluable member of our creative department. He's a studio whiz, an excellent and imaginative illustrator, and a sturdy team player. All these attributes earned him a promotion to art director, where he knocked out work for Sprint, Wells Fargo, San Francisco Climate Challenge, and other high-profile clients. A great guy to have on your team."

—Christopher St. John, Creative Director



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"Anthony was a rock-star in our studio and was always eager to help above and beyond his regular work. Illustration? No problem. Art direction? Photoshoots? Storyboards? Web design? Anthony was our man. We pulled Anthony out of the studio and made him an art director, the rest is history. Anthony and his arsenal of talent is welcome in my creative department any time!"

-Katie Hopkins, Creative Director

"I can attest to my own personal experiences, this guy is talented. Anthony rocks—hire him."

-Marc Canter, Founder: Broadband Mechanics, Co-Founder: Macromedia