



larry gassan

print production / retouching / photography / design

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blog: **Mr Pre-Press Speaks!**

<http://mrprepress.wordpress.com>

Print, Pre-Press & The Film/Digital Fun-Space



Qualifications:

Creative print production executions utilizing solid skills and a designer's perspective. Expert Mac skills in InDesign, Photoshop, Illustrator and Acrobat. Supplementary skills in Adobe Bridge, BlinkBid, PhotoBiz, Filemaker Pro, Word, and Excel.



Work Experience

Art direction, design, and studio work in publishing, ad agencies, design studios, in-house and non-profits. I've worked on campaigns, direct mail/collateral, annual reports, books and magazines. I've also photographed wrecked planes for an air-crash investigator.

2012 – Photo-imaging/retouching, compositing, print-production, for Bright Strategic, Swart Ads, Project Censored.

2007 – 2012: Kaiser-Permanente. Freelance contractor: initiated and reconstructed CA Plan Highlights books to table-based design, replacing collaged layouts. Print-based and large-scale environmental image retouching and compositing as needed for brand images in collateral and large-scale site graphics. Heavy forms, applications and Adobe Acrobat fillable experience.

2009 – Assignment photography for the YMCA/Metropolitan LA Council—25 portraits of notable chapter volunteers.

2002 – 2006: The Workbook. Annually preflight over 1500 pages of Workbook advertiser files. Other Workbook titles included FRAMED, ArtCards, various rep-group catalogs. Responsible for logging and tracking of advertiser files, FTP management, hands-on digital file troubleshooting. Job utilized strong customer skills in dealing with advertisers, vendors and suppliers. Accompanied Print Production Director & crew in 2005 for press-check in Verona, Italy.

2001 **Graham Silberg & Sugarman:** Full-time B2B art director—concept to completion. Art directed print and direct mail for Aon Group, Swett & Crawford, IMCA (insurance industry marketing association); Santa Monica Visitors & Convention Bureau. Responsible for art buys, photo supervision and press checks.

2004 – 2000: Freelance art-direction & studio pre-press for: Kater Litho, Crispin Porter Bogusky/LA, Lennon & Associates, Rauxa Direct, Playhut, Harmony Project/Los Angeles (non-profit), Lowe's Home Improvement Warehouse (Supervised production of indoor & outdoor graphics for 2003 TV spots), Ryan Partnership, Metro Transit Authority/LA.

Exhibitions / Media / Books:

2010 – “**LA:2012**” A 96pp photographic look at Los Angeles: <http://www.blurb.com/bookstore/detail/3734938>

“**R2RO: anacardiumphilia**” Conceptual artist catalog, 48pp: <http://www.blurb.com/bookstore/detail/3148443>

2010 – “**100-Mile Runners At the Finish Line**” Solo exhibition of documentary portraits of 100-mile runners.

2009 – Designed & produced “**LA1980: a photo memoir**” <http://www.blurb.com>

2008+ Finish-line portraits featured in TrailRunner Magazine [USA], O2 Magazine [Brazil], Trail Magazin [Germany], LiquidTreats: “Hot Shots”: July 07, 2007

Other Experience:

2004 – present: Photo documentary project: Finish Line Photo Project: 100-Mile Runners at the Finish-Line.

2002 – 2003: Freelance event photographer at the Augusta Heritage Festival/Swing & Blues Week 2003, Elkins WV.

1980 – Aviaction Inc: Photographing general airplane wrecks for air-crash investigator for use as courtroom evidence.

Primary prior work experience: Art direction and print production services for the following since 1986.

Bass/Yeager & Associates	Point Zero	Hilton Hotels
BGM Health Communications	Swart Advertising	Holland America Cruise Lines
Bright & Associates	Teleflora	lomega
CitiBank	Seiniger Advertising	Knowledge Adventure/HAVAS
Dailey & Associates	Partial Account list:	Nestlé
DirectPartners	Asiana Airlines	Pacific Bell
Disney Televentures	Beckman Instruments	Pillsbury
E! Entertainment	CalFed	Sizzler International
eToys	Calistoga	SoCal Edison
Greenstreet Ads	Circus Circus	Standard Oil of Ohio
Grey Advertising	Coldwell Banker	Synthetic Industries
Hamagami Carroll & Assoc	Dey Pharmaceutical	TransAmerica Life
LA Times	Fancy Feast & Mighty Dog	United Health Plan
McCann-Erickson/LA	Great Western Savings	Univision

Education: Ohio University. BFA Graphic Design, with honors. Continuing education at Glendale Community College (digital imaging/retouching/special effects, photography), Art Center College of Design, Bookshop; and Otis-Parsons.