

DAVE AMASON

production artist

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areas of expertise

Hands-on final production, complex Photoshop alpha channel techniques for image masking and spot colors/coatings, retouching, digital compositing, color management, photography, estimating timelines/budgets, coordinating with vendors, press checks, recruiting, training

media types

Packaging, POP, standees, catalogs, large format trade show and outdoor signage, marketing collateral, annual reports, vehicle wraps, direct mail, apparel

printing techniques

Conventional and UV with offline and inline coatings/strike-through varnishes/multiple spot colors, large format inkjet, silk screening, flexographic, translites

software

Photoshop, Illustrator, InDesign, Acrobat, Flightcheck, Dreamweaver, Microsoft Office

qualifications

Senior level Production Artist/Manager with 25 years experience in all aspects of print production. Expertise in hands-on execution & management, agency-wide coordination, color correction, retouching, and photography. Excellent problem solver/strategic thinker, with a fast & efficient workflow approach, keen attention to detail, and excellent communication & collaborative skills.

experience

Freelance Senior Production Artist

Los Angeles, CA; Orange County, CA

2/12 to present; 4/04 to 7/10

Freelance production for several top Southern California advertising/design agencies and corporations.

Agencies:

- ▶ Ayzenberg Group, DGWB, FCB, Jack Morton, Publicis, Rieches-Baird, Sargent & Berman, Y&R

Clients:

- ▶ Activision, AEG Worldwide, Bandai, Belkin, Burger King, California Lottery, Columbia Pictures Corporation, Daimler-Chrysler, DIRECTV, Disney, eBay, Intel, Kawasaki, Mattel, MGM Interactive, Nestlé, Oakley, Oroweat, Pernod Ricard, Safeway, Toshiba Copiers, Yamaha Corporation

Blizzard Entertainment

Production Manager/Senior Production Artist

Irvine, CA

5/08 to 1/12

Established and managed an in-house production capability that coordinated with the immediate creative team, as well as other departments within a multi-billion dollar global gaming company.

Contributions:

- ▶ Hands-on final production of all print mechanicals related to the multi-million dollar global launches of several major game titles, to include North American and European press checks
- ▶ Liaising with print vendors to develop and implement cost-effective special printing techniques, and conducting press tests to ensure final output would match quality expectations on extremely complex packaging mechanicals
- ▶ Developing and implementing highly efficient departmental procedures, to include creation of template files for packaging, file management on servers, and training designers on best practices
- ▶ Working with Operations group to develop realistic timelines for projects, and helping make recommendations on vendor selection

Alcone Marketing Group

Electronic Production Manager/Senior Production Artist

Irvine, CA

11/00 to 4/04

Developed and managed an in-house production capability that serviced the needs of a promotional marketing agency billing upwards of \$250 million annually.

Contributions:

- ▶ Overhauling the agency's "manufacturing process" by introducing print production into a creative team of over 60 people, thereby saving the agency/client hundreds of thousands of dollars in outsource production costs, while simultaneously increasing departmental efficiency dramatically
- ▶ Developing and running an in-house digital photography studio for photographing licensed and branded merchandise, saving the company hundreds of thousands of dollars in outsource costs

Hamagami/Carroll & Associates

Production Manager/Senior Production Artist

Santa Monica, CA

10/97 to 2/99

Management of an in-house production team and hands-on final print production for a top design/illustration studio.

Contributions:

- ▶ Coordinating with design and illustration departments to develop working files for complex mechanicals, sub-portions of which were being worked on by various team members
- ▶ Ensuring the studio had sufficient labor resources in-place for meeting deadlines by recruiting freelance and full-time personnel, and training them on departmental procedures