

*I earned a BA at UCLA, majoring in Art, specializing in Graphic Design/Visual Communication and in Animation. A lengthy and prolific illustration & design career followed, during which I worked on a diversity of projects, in a vast variety of styles, and for a very long list of clients. Most of my work experience has been as an illustrator for print, enhancing publications & books, posters, record albums & packaging, and substantially involved in the creation of advertisements and collateral materials. For many years, my artwork has been selling products through the mass media. Many of my efforts have received professional awards of excellence.*

*However, I have also put my animation background to good use, becoming involved with a number of commercial animation projects. I developed characters, painted backgrounds, and sketched TV storyboards and animatics for a variety of advertising agencies, including J.Walter Thompson, Ogilvy, and WellsRichGreene, for clients such as Century 21, Hallmark, TidyBowl, KFC, Tres Equis, etc. I also did scenic design for a short animated film/DVD accompanying "Chutes and Ladders" for Milton Bradley Games through Marvel Productions.*

*I was the designer for several spunky, sparkling animated 30-second TV commercials, coordinating my activities with the creative directors at the respective advertising agencies and with the production people and animators at studios such as Bob Kurtz & Friends, Swenson/Murakami/Wolf, and at Spungbuggy Productions in Hollywood.*

*I was contracted to provide all the storyboards, character creation & development, color models, keyframe pencils, refinements to the cel-art, all of the background paintings & overlays, plot the camera moves/zooms/pans, and was responsible for the overall creative supervision of these projects. These animated commercials were fun to create, and I enthusiastically welcomed the broad responsibilities I had assumed, and for which these clients placed their faith in me.*

*I successfully met their expectations and they in turn invested some millions of dollars in subsequent airtime fees. In "TV Wasteland", a forsaken landscape awakens, coming alive with cultural riches through a mere subscription to SelecTV. And in "Bogart", for Superscope CB Radios, a nerd morphs into a man's man. A series of four spots for Marantz, including "Radical Chick" and "Heave Ho!", that won an Andy Award for Design of Outstanding TV Commercials, celebrates human foibles and quirks that might be alleviated using the sponsor's product, and in "Couple" and "Tycoon", some pros & cons of relationships are wryly observed. "Musical Ensemble" glorifies the exceptional audio qualities of Marantz Stereo. It won a bronze Award at the New York International Film & TV Festival for Creation of a TV Commercial.*

*I look forward to meeting with you to discuss your specific needs and how I can use this opportunity to provide you with my finest creative efforts in designing some fabulous animation.*

## Food

*Nabisco/Oreo/Jello/Kraft Cheese, Tyson, Smucker's, Jamba Juice, Mystic Juice, Fruit-for-Life Juice, Coca-Cola, Pepsi, Napa Vintners, Gallo Winery, Absolut Vodka, Sunkist, Taco Bell, El Torito/La Fiesta, Panda Express, Carl's Jr, El Pollo Loco, Del Taco, Pizza Hut, Armour, Roy Rogers, Straw Hat Pizza, Red Robin, Shakey's, Acapulco, Fosters Freeze, Church's Chicken, Jack-in-the-Box, Wienerschnitzel, Purina, McDonald's, California Apples, California Rice, California Raisins, General Foods/Post, ConAgra/Hunt-Wessen/Orville Redenbacher, Sun Giant, Rosarita Salsa, Ralphs Grocery, Morton's Salt, Knudsen Dairy, BlueDiamond Walnuts, Berrenda Mesa Almonds, Van de Kamps Bakery, KFC, Chiquita Banana*

## Leisure

*Walt Disney Resorts/Hotels, Doubletree, Hilton, Meridien Hotels, Westin, NY Millenium Hotel, Embassy Suites, Universal Sheraton, Century Plaza, Host Hotels, Lincoln Hotels, Flamingo, Caesar's Resorts, California Tourism, USA-opoly, Atari/Ms.PacMan, Milton-Bradley, Paramount, Warner Bros., Columbia Pictures, 20th Century-Fox, Hanna-Barbera, Marvel Productions, Motown, Sony/Columbia Records, Capitol, Angel, Nonesuch, Elektra, Rhino, MCA/Universal, MGM/Verve, A&M, Warner/Reprise, ABC Records, Vanguard, RCA Records,, CBS-TV, KCAL, KWEST, KPOL, KJQY, TelePrompter, SelecTV, ABC Cable, Suzuki Outboard, AMF-Voit, NFL, SD Padres Baseball, CarteBlanche, Sail America, Del Mar Fair & Racetrack, LA County Fair, Phoenix Symphony, Knotts Berry Farm, Wild Rivers*

## Technology

*IBM, NCR, Microsoft, Eaton, Fairchild Semiconductor, Ashton-Tate, Adobe, Compaq, Ingram Micro, Varian, Sprint, Verizon, AT&T, Pacific Bell, S-NET Cellular, Northern Telecom, Printronix, ITT Cannon, Computer Automation,, Catalina Systems, TRW MicroData, Beckman Instruments, Document Systems,, Sanyo, Toshiba, Marantz,, Kenwood, Fluor, Garret, AmDax, AutoLogic, Newsweek Technology*

## Transportation

*Honda, Toyota, Nissan, Ford Motor Company, Jeep, Mazda, Hyundai, Isuzu, Kawasaki Motorcycles, , Continental Airlines, Delta, America West, Midway, Aeronaves de Mexico, American Airlines, Shell, Exxon, Unocal, YamaLube, WD-40, Orange County Transit, LA Metro, Car&Driver*

## Financial

*Charles Schwab, NY Stock Exchange, American Express, Home Federal, Bank of America, CitiGroup, Chrysler Financial, Wells Fargo, Bankers Trust, First Nationwide, MAC, First Interstate, Glendale Federal, Wall Street Journal, Chase, Farmers Insurance, Safeco, Transamerica, Interlink Visa*

## Body & Healthcare

*Cigna, HealthNet, Blue Cross, Scan HMO, Chiron, Ivax, Johnson&Johnson, Allergan, Kimberly-Clark, Alpha Labs, HerbaLife, Shaklee, Avon, Yardley, Richard Hudnut, Max Factor, Pro-Optibol*

## Consumer

*Williams-Sonoma, Birkenstock, Payless ShoeSource, Macy's, Sears, Sharper Image, Century21, Burlington Mills, Morgan-Jones Bedspreads, US Postal Service, San Jose Water District, Chicago Gas, Pacific Gas & Electric, Southern California Edison, KB Homes, Taylor Woodrow Homes, Hallmark Cards*

## Ad Agencies

*Ogilvy & Mather, FooteConeBelding, DoyleDaneBernbach, Saatchi, TBWA/Chiat/Day, DMB&B, J.Walter Thompson, Bates USA, Dentsu, McCann-Erickson, BBDO, Y&R, Ayer, WRG, DFS, Doremus, Bozell, Ketchum Communications, Leo Burnett, Dailey, Grey, Della Femina, Rubin Postaer*