






PAUL GUTOSKI Senior Production Artist

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ABOUT ME

I've always been into computer graphics and digital art. I love pixels. This passion has driven me to learn many different tools and techniques over the years. I am an expert with Adobe Photoshop, Illustrator, InDesign and Form•Z. I was on the beta test program for both Illustrator and Photoshop when they were initially released. I really enjoy the challenge of photo retouching, of making dramatic changes that are imperceptible to the viewer.

I understand dimensions and scale; how to create something that fits within exact specifications. I like to build things, and have been known to take something apart, just to find out how it's put together and how it functions. I like to create light art, and have designed and created many different LED props and installations.

I enjoy a good challenge, and figuring out how to accomplish a given task. If I need to learn new tools, techniques and software to do something, that makes me even more excited about it. I am a creative problem solver, and am often able to provide a fresh perspective or unique approach to the task at hand.

SOFTWARE

Illustrator	After Effects
Photoshop	Microsoft PowerPoint
InDesign	Quark XPress
Form•Z	Microsoft Office
Acrobat Pro	HTML/CSS
Dreamweaver	Mac OS

PROFESSIONAL SKILLS

- Prepress, Printing & Production
- Photo Retouching
- Illustration
- Layout
- 3D Modeling/Rendering
- Technical Documentation
- Attention to detail
- Time management
- Communication
- Problem solving

EXPERIENCE

Oct 2019 - **Freelance**

Mar 2019 - **Senior Production Artist | Latitude**

- Oct 2019 • Worked as a member of the studio team, which created production-ready files primarily for high-end tennis shoe companies like Puma and Adidas

Jan 2018 - **Freelance**

Mar 2019

Jan 2016 - **Art Director | Akquaracy**

Jan 2018

- Worked on the Harley Davidson SMaRT direct mail program
- Created production-ready art for flyers, brochures, catalogs, and more
- Created templates and style sheets to streamline the production process

Aug 2013 - **Freelance**

Jan 2016

- **Hunt Adkins:** Contracted to handle the creation and print production of marketing collateral for a retail client, consisting of flyers, brochures and catalogs

Jan 2012 - **Senior Digital/3D Artist | FAME Retail Marketing**

Aug 2013

- Created and prepared files for final presentation and/or production, including photo retouching, compositing, color correction, 3d renderings and presentation layouts.

Mar 2003 - **Freelance**

Jan 2012

- **HGA Architects:** Managed the documentation, production and installation of the complete interior signage and graphics package for the newly-remodeled General Mills corporate campus in Golden Valley
- **Skyline Displays:** Developed and created technical documentation for a custom modular display system
- **Alinea Design:** Designed and engineered multiple retail fixturing systems, and created fabrication and assembly documents for overseas production
- **Carbon Collaborative:** Created detailed 3d renderings of new Target locations across the country

Jan 2001 - **VP Creative Services | Entolo**

Mar 2003

- Managed Creative Services - 3D Design, Graphic Design, CAD, and Graphic Production
- Integrated scheduling of all functional groups into one master schedule
- Worked with account management and senior management to formulate and develop creative strategies and client presentations

Jan 1998 - **VP Graphic Production | Entolo**

Jan 2001

- Created and built an in-house graphic production department
- Managed production staff and maintained inventory of supplies and materials
- Tracked projects against established timelines and budgets
- Prepared files for production and managed out-sourcing where required

Jun 1995 - **VP Design | Entolo**

Jan 1998

- Managed creative staff and daily operations of department
- Participated in the development of creative strategies
- Created illustrations and 3D renderings for presentation and production
- Completely re-wrote Entolo's Project Process from the ground up

Feb 1994 - **Manager, Pre-Press Department | Riverside Color**

Jun 1995

- Specified and acquired all hardware and software, and developed processes, procedures, and training for the pre-press staff
- Managed pre-press staff and work flow through the department, and monitored job costs and budgets
- Prepped original customer art for color separation and output to film

Jan 1986 - **System Engineer - Desktop Publishing | First Tech Computer**

Feb 1994

- Designed and configured systems, performed hardware and software installation
- Provided training on all aspects of computer-based publishing

REFERENCES

Benjamin Paparella | 952.258.3205
 President and Owner
 Modest Laser LLC
 benjaminpaparella@gmail.com

Martha Hedstrom | 612.229.3418
 Senior Print Producer
 Periscope
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