



justin schaid
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9045 phyllis avenue
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art direction design print production

profile

Senior Art Director with extensive experience in publication, advertising, package, and corporate design, as well as managing a design studio for 10 years. Keeping up with, and participating in new trends is my passion and am always looking for new ways to communicate on paper. I am comfortable in all phases of program development, from concept to final product. Commissioning of photography and illustration; art direction of photo shoots; photo research and editing, project planning, marketing, scheduling, and production management. Extensive knowledge of the printing process, including budgeting and estimates, press checks, billing, client contact/liaison and vendor relations.

art direction/design

Mattel Toys, El Segundo, CA 9.07 - 1.09

Package Designer - Matchbox. Responsible for art direction, design and strategic concept development of brands/package. Working in close conjunction with marketing and package design departments to develop all phases of program development, from concept to digital mechanical. Responsible for photography, production and finishing artists, illustration, art direction of photo shoots, project planning, scheduling and production management. Creative direction of backgrounds, logos, type treatments and photo composition.

Currently - Freelance art and creative direction for entertainment and business to business clients. Concept, design and production of marketing communications through publications, posters, press kits, DVD/VHS packaging, consumer packaging, advertising, logo design and point of purchase display units.

Mattel Toys, El Segundo, CA 7.04 - 8.05

Package Designer - Hot Wheels: Monster Jam, Formula Fuelers. Responsible for art direction, design and strategic concept development of brands/package. Working in close conjunction with marketing and package design departments to develop all phases of program development, from concept to digital mechanical. Responsible for commissioning of photography, production and finishing artists, illustration, art direction of photo shoots, project planning, scheduling and production management. Creative direction of backgrounds, logos, type treatments and photo composition.

nWave Pictures, Los Angeles CA - 4.00 - 7.05

Art Director for a fully integrated digital studio specializing in the large film format industry. Produce sales kits for the marketing and distribution of films, including concept, design and production of theatrical posters, sell sheets, outdoor banners and billboards, brochures, trade ads, and advertising standards.

Various Accounts

Concept, design and production of marketing communications through publications, posters, press kits, DVD/VHS packaging, sell sheets and related collateral from concept through production. Accounts include: Allergan, Toyota, Lions Gate Films, Paramount Pictures, Walt Disney Home Entertainment

Aspect Ratio Design/Picture Mill, Hollywood CA 1.01 - 1.02

Designer and production manager for major entertainment agency. Responsible for design and production of print advertising including publications, one sheets and related collateral. Design and production of DVD/VHS packaging, sell sheets and related collateral from concept to camera ready art.

Artisan Entertainment, Santa Monica CA 10-12.00

Design of marketing pieces for a major entertainment studio. Worked with in house design team to design and produce monthly sales planners and sell sheets, brochures, DVD/VHS packaging, inserts and advertising for home video distribution.



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Real Design-Sure Goods, Long Beach CA 5-10.00

Creative Direction/Design. Responsible for supervision of all projects for design studio and ad specialty division including design of product, collateral and promotional materials, brochures, catalogs, logo design, packaging and supervision of photography and printing from concept to printed piece.

Artslave Creative Services, Long Beach CA 9.91 - 4 .00

Principal of full service design studio. Responsible for design and production from concept to printed piece. Supervision of all projects, including design of collateral and promotional materials, brochures, logo design, corporate identity, and packaging, print purchase, press approvals, art direction in photography, project management and budget control.

Account List: Adventure America, Apple Marketing, Aura, Inc., Bank One/AAA, Bert-Co Graphics, Buena Vista Home Entert, City National Bank, Crane Morely, Disney Art Classics, Entertainment Technology, Gallo Wineries, Gumption Toys, Guthy Renker, Hammerhead Entertainment, Interplay Productions, Intel, Lionsgate Films, Long Beach Aquarium of the Pacific, Mattel, NMC Partners, Newcom, Inc., Paramount Home Video, Rancho Ensenada, Schachihata, Inc, The Wilshire Group, Westwood Studios. Patricia Wong & Associates, Irvine CA 9.89 - 9.91

design/production

Société P.P.A., Paris France 1.89 - 6.89

Staff designer for printing firm specializing in production of high end catalogs in the fashion industry. Responsible for design, production and supervision of promotional materials, brochures and catalogs.

Haas, Zimmerman & Ostrowe, Los Angeles CA 3.87-1.89

Staff designer responsible for design, production and supervision of projects from concept to printed piece in advertising, packaging, corporate identity, logo design, catalogs, brochures, and press kits for the automotive aftermarket.

Small World Greetings, Los Angeles, CA 1.86-1-87

Design and production of sales and promotional catalogs for a leading gift company, paste-up, assisting with layout, design and press approval. Design of consumer product, brochures, promotional sales sheets, and business forms from concept to printed piece.

education

1983 THE ART INSTITUTE OF PITTSBURGH
Associate Degree in Visual Communications

1982 WESTMORELAND COMMUNITY COLLEGE
Graphic Design courses in layout and prepress production.

1980 INDIANA UNIVERSITY OF PENNSYLVANIA
Fine Arts courses in Art History and application of watercolor, oil & pencil rendering, photography, industrial and sculptural design.

macintosh

Applied knowledge and extensive experience of Mac OS 9/X using latest versions of Quark Express, Adobe Illustrator, Photoshop, Acrobat, Streamline, Flightcheck as well as extensive knowledge in prepress techniques and the printing process.