

Lloyd AbramsURL: abrams-design.com7320 Austin Street
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abramsdesign@aol.com**DRAFTFCB****Studio Project Management** (freelance)

FEBRUARY 2010

Prepress Artist using **Adobe InDesign, Adobe Illustrator, and Adobe Acrobat**. Responsible for building mechanicals from art director's files and notifying the brand team upon completion. Replacing all art with high-res art, building diestrikes, creating PDFX-1a's and verifying. Additionally, digital quality control and digital packaging of print projects. Using Fetch to FTP files to clients and vendors. Consumer and healthcare clients include: **AstraZeneca, Beiersdorf, Census 2010, GSK, Johnson & Johnson, Kraft, Nabisco, Novartis, and Merck**.

EURO RSCG LIFE

JANUARY 2007-2009

Production Designer, and pre-press artist for a wide range of print projects. Producing all types of print materials including magazine ads, brochures, pocket folders, convention-panels, and PDF's. Main programs used were **Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Adobe Acrobat**. Responsible for building mechanicals and disking of print pieces which includes: checking trim size, bleeds, colors, and die-lines. Also, responsible for final pdf's and sending files with FTP applications. Clients include **Biogen Idec, Pfizer, and sanofi-aventis**.

DDB RX, LMP, AND WISHBONE

2003-2006

Freelance Production Artist for the above ad agencies. Producing all types of print materials from magazine ads, brochures, posters, and PDF's. Main programs used were **QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Adobe Acrobat**. Clients include **Novartis, and Pfizer**.

NYUONLINE, INC.

2001-2002

Graphic Artist. Responsible for the production of web art and print. Designed the logo, toolbars and buttons for iAuthor; an e-learning program that runs on the Internet.

OGILVY HEALTHWORLD

1998-2001

Production Artist using **QuarkXPress, Adobe Photoshop, Adobe Illustrator, Flightcheck, and Adobe Acrobat**. Production of magazine ads, brochures, newsletters and direct mail. Production of logos and product launches. Pre-press responsibilities include: collecting for output and photo retouching. Clients include: **Alza, Allergan, Bristol-Myers Squibb, Roche, Wyeth**.

RYAN DROSSMAN

1996-1997

Production Designer of advertising campaigns using **QuarkXPress, Adobe Photoshop, Adobe Illustrator, Adobe Streamline, Adobe Acrobat**. Responsibilities include layout, photo retouching and pre-press. Clients include: **Bear Stearns, Dow Jones Television, Frederick Wildman & Sons, Moviefone, Sony Theaters, Sportsline**.

HOME BOX OFFICE

1994-1995

Production Designer responsible for layout and production of advertising campaigns, direct mail for **HBO/Cinemax** using **QuarkXPress, Adobe Photoshop** and **Adobe Illustrator**.

EDUCATIONSchool of Visual Arts • **Bachelor of Fine Arts Degree**

Major: Graphic Design; Minor: Advertising

