

BOB SANFORD

972-294-1425 • Little Elm, Texas • www.bobsanford.com • www.imaginephotosandart.com

PROFILE

Graphic Designer with 10+ years experience. A power user of the latest design software and a true artist with a passion to master newer technology. Proven creativity in layout and digital photography in corporate and studio environments. Powerful design concepts developed for print, web and e-marketing.

Quark Express, PhotoShop (CS3), ImageReady, Adobe Illustrator, In-Design, Dreamweaver, Flash, Adobe Acrobat, Adobe Lightroom, MS Word, Excel and Power Point

PROFESSIONAL EXPERIENCE

Imagine Photos and Art - Little Elm, Texas 75068

2007 to Present

Owner/Graphic Designer/Photographer

- **Imagine** opened the opportunity to combine all experiences into a broad array of services and a "one-stop appeal" that clients rely on.
- Design marketing materials, trade show graphics, promotion pieces, pocket folders with matching sales sheet inserts, catalogs, ads, email marketing and digital photography.
- Three-year member of the Little Elm Chamber of Commerce. Most of the photos on the City of Little Elm website were donated by **Imagine**. (<http://www.littleelmtx.us/>)

MilesTek Corp. - Denton, Texas 76207

September 2004 to November, 2008

Art Director

- Designed 200+ page master catalog and met all deadlines from concept to printer
- Created bi-monthly email blast and updated website using Macromedia Dreamweaver
- Take product photos using professional digital camera (Canon EOS), studio lights. Enhanced images in Adobe Lightroom and Adobe PhotoShop

Crazy Crow Trading Post - Pottsboro, Texas 75076

May 2002 to September 2004

Art Director

- Created and supervised all aspects of wholesale/retail catalogs and monthly sales sheets,
- Worked with vendors by getting quotes and going to press checks to assure color quality
- Created and designed tabletop books from concept to printer.
- Take product photos using professional digital camera and lights.
- Supervised departmental workflow, managed timely advertisements in various magazines.

Weatherford Artificial Lift Systems - (moved to Houston)

January 1998 to May 2002

Art Director of Marketing Communications of Artificial Lift Division

- Created pocket folders with matching sales sheets, brochures, large graphic panels for trade shows and supervised press checks during commercial printing for quality assurance.
- Designed corporate ads for trade magazines.
- Completed corporate identity manual on time and created PowerPoint presentations

EDUCATION:

B.S. in Graphic Design • Lamar University • Beaumont, Texas