

**Carl R. Polizzi | print and interactive design | Flash | production art | digital retouching**  
email: carlpoli@mac.com | portfolio link

7321 Calle de Fuentes, Carlsbad, CA 92009  
voice: 760.633.1538 or cell: 889.0485

**ATTN: Kerry Young | kerry@idealpositions.com**  
Ideal Positions | PO BOX 5154 | Arcata, CA 95518 | 707.825.1237  
[job-evz8a-1090055177@craigslist.org](mailto:job-evz8a-1090055177@craigslist.org)

Can do on the skills needed: with extensive experience in all aspects of graphic design, I am confident that I can benefit the company in many ways. Branding, packaging and corporate identity have been integral in most of my agency work, and being a constant observer is essential to any marketing endeavor. Enjoying the challenges inherent in the design process and deriving satisfaction from a job well done, I welcome you to view my portfolio at <http://www.design-polizzi.com>.

Highlights of my skills as they relate to your requirements include:

Decades of experience in visual communications and action sports involvement, skilled at enjoying the work and life with a gregarious perspective and proficient with the latest versions of MS Office Programs, Adobe Creative Suite CS 4 including Flash, Apple Final Cut Pro and Adobe After Effects.

Comfortable and conversant with the signage, engineering and construction trades.

Decorative and architectural glass design and production.

**Digital color, pre-press and production workflow experience since the analog days.**

Multi Channel Photoshop sytem for simulated process screen printing.

Includes long document, catalog and magazine experience, packaging, interactive web/html and Search Engine Optimization.

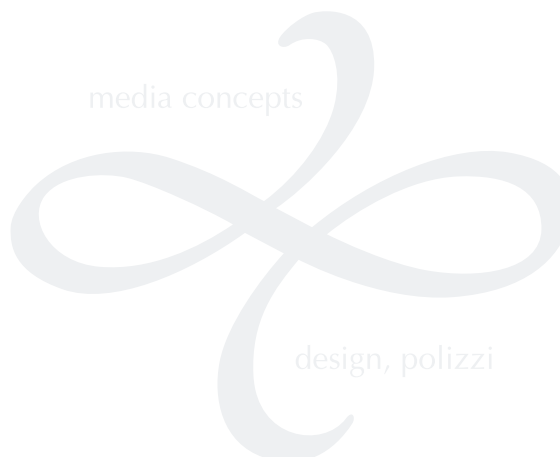
Since my résumé cannot convey the extent of my skills and resourcefulness, and I am confident in the ability to make a positive contribution to your organization, the opportunity to meet with you to discuss my qualifications in further detail is welcome.

Thank you for your time and consideration.

Regards,

*Carl R. Polizzi*

Carl R. Polizzi



**Carl R. Polizzi | print & web design | production art | prepress | workflow architecture**

email: pogo424@adelphia.net | portfolio: <<http://www.design-polizzi.com>>

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### Summary

Extensive experience in the creation and production of graphic design for a variety of applications. Highly skilled in digital color and simulated process separations for screen printing with current focus on interactive design. Motivated to keep up to date with latest hardware and software revisions while managing designers' creative work; or just as happy to be doing production and color. Magazine art direction and long document production.

### Computers

Adobe: Creative Suite CS4 Design Premium. Macromedia MX: Freehand, Flash Pro, Dreamweaver, Director and Fireworks. Quark Xpress with a lot of Extensis Tools and extensions, PiXELS 3DX, Bryce, Live Picture, QuickTime Pro, Painter, and some Scitex. Knowledgeable in Mac/PC hardware and operating systems, including large format printing and RIP management. Microsoft Office Suite of course.

Planning, implementation and control of digital asset management schemes and project workflow development. Some experience with light front-end web development, with more in design and interactive media.

### Experience

freelance - **Interactive Design, \$60K, Jun 06 - Current**

Web and promotional interactive marketing, video CD interface design and production while seeking full time.

AutoAnything.com - **Production Art, \$44K, Jun 04 - Jun 06**

Print and web design and production for a local retailer, while mentoring junior artist and providing IT support.

Satellite Relay - **Web & Print Designer / eCommerce Web Services, \$40K, Aug 02 - Dec 03**

Develop e-commerce web site and interactive design concepts for a local direct marketing corporation, promoting new subscriptions for satellite TV.

Design and maintain 400-page web site, including newsletter, product information, and customer service.

Web site provides access to 300+ skus from satellite TV to consumer electronics and a how-to guide for do-it-yourself buyers, with support for the RV traveler on the road.

Included an intranet for corporate uses like training and scheduling installations nationwide.

Provide search engine optimization, including ppc, pi, and web analytics.

Design and produce advertising, print, POP and multi-media projects while supporting creative director with my photostock library, image compositing in Photoshop, file prep, and large format output through a Fiery RIP.

Research and implement Mac/PC solutions including all hardware, software and network integration.

Glyn Jones Productions - **Graphic Design and Production, \$36K, Apr 99 - Mar 02**

Responsible for all aspects of graphic design work from concept to completion.

Supported design team and coordinated creative efforts with integral departments to facilitate timely client sign offs: required creating and producing design comps to meet schedule deadlines. Digital color & compositing.

Created nationally distributed catalogs, display ads, trade show graphics, POP and packaging.

Freelance during decline of parents - **Graphic Design and Production, 40K, Jan 98 - Dec 98**

Produced a variety of marketing. POP, packaging and advertising print collaterals. Photo retouch & Illustration.  
Consulted in a variety of hardware and software disciplines. **Carl R. Polizzi**, Experience continued:

Digital Color Systems, Inc. - **Pre-press Specialist, 40K, Jul 96 - Dec 99**

Troubleshooter of PC and MAC graphics files for fine art litho and periodicals.

Edited images and managed archives.

Interfaced with Scitex systems through VIP, operated flat bed and drum scanners and developed Lino 300 film output while assisting with IT network and servers. Photo retouching and compositing.

Studied digital color with Fred Ippolito and Dan Margulis.

CEET Products - **Art Director, \$22/hr, Apr 91 - Jun 96**

Integrated graphic design and product development skills to create marketing and advertising collateral for the Motocross and personal watercraft industries.

Managed photography, package design, staff and vendor relations.

Realized the creation of a market for custom body graphics for off-road motorcycles and ATV use.

Introduced new product and design ideas to major manufacturers now used in production of their products worldwide like textured grip seats and integrated graphics.

Art Glass Designs - **Designer, Sculptor and Partner, \$50K, Jun 85 - Sep 90**

Created glass designs for regional and international architectural firms.

Trained and managed artists and technicians.

Developed first use of photographic transfers in glass etching for awards and decorative pieces.

NOTE: When considering salary requirements, I have a complete benefits package through my wife's research job; and I am thoroughly negotiable regarding payscale because I have some outside income.

Platt College - Computer Graphics **Graduate 1991**

Graphic Design, Macintosh OS and major graphics programs,

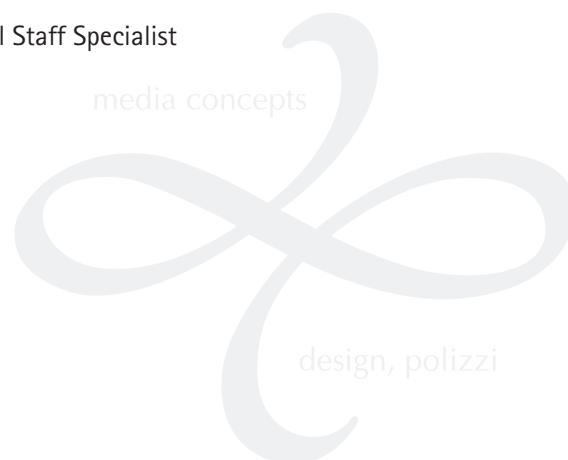
DTP production issues and print buying.

More than Bachelor of Arts equivalence through work experience and constant study is demonstrable.

Professional Affiliations - AIGA, NAPP

References on request

Veteran, U.S. Army Chemical Staff Specialist



Professional References for Carl Polizzi:

Benjamin Beardwood, beardwood/*brandt* editorial  
8754 Ashcroft Ave., West Hollywood, CA 90048  
cel: 310 228-0586      benjaminbeardwood@yahoo.com

Mitch Couasnon: Principal - MC Graphic Design, employer  
1004 St. Albans Place, Encinitas, CA 92024  
cel: 760.207.1314      mitch@mc-designgroup.com  
13 years

Michael Fennessy: Art Director - The Fish Tank, former Supervisor @ GJP  
cel: 619.920.3068      luckydevil13@san.rr.com      mike@fishtankba.com  
8 years

Belinda Rachman: Attorney, client  
800 Grand Ave., Suite AG-8, Carlsbad, CA 92008  
tel: 760.720.9324      belindaesq@hotmail.com  
10 years

Matt Martelli: Agency Owner - Mad Media, former employee and mentee  
2554 Pahvant, Oceanside, CA 92054  
cel: 760.802.8503      matt@madmediadesign.com  
11 years

Kate Budd: Marketing Manager  
12804 Francine Terrace, Poway, CA 92064  
tel: 858.513.0068 | kbudd@cox.net  
2 years

Christopher Cavanaugh: Owner - The Christopher Company, former employer  
Tel: 858.792.1214      Fax: 858.792.4113      chris@christophercompany.com  
10789 Calle Mar de Mariposa, San Diego, CA 92130-8656  
19 years

Joseph Bell: Owner - JB Professional Bicycle Refinishing, brother of the brush  
tel: 619.469.4312      P.O. Box 34, Spring Valley, CA 92077  
18 years

James Mosher: Communications Director - SDRRA, civil rights activism, friend  
1669 Landquist Drive, Encinitas, CA 92024  
tel: 760.943.8169      cel: 760.943.0574      mosher1500@aol.com  
9 years

James F. Kunisch: President - NBO Distributors, Inc. and Satellite Relay, supervisor  
jim@landarizona.net - email is primary contact  
8 years

## **Carl R. Polizzi, Testimonials:**

As a project manager and copy writer, I have had the opportunity to collaborate with Carl on many different graphic design projects. The vast knowledge, exuberance and dedication that Carl brings to his work is impressive. He has a penchant for staying on the cutting edge of technology and, along with his already demanding work load, he is always pursuing various avenues of continuing education. Furthermore, his ability to analyze, trouble shoot, take the lead or serve as team player demonstrates his invaluable talent of tackling each project with the know how and flexibility of a seasoned professional. Carl has been instrumental in helping me to launch several small businesses and I will definitely solicit his expertise in the future.

— Kyla Duckworth, the Write Idea

Because of Carl's remarkable up-to-the-minute knowledge of the industry, natural ability for organization, and stunning artistic ability, we have tasked him several times for high profile projects. From graphic design to programming, Carl continues to amaze us with his intuitive solutions. He is always aware of the client's needs and tight deadlines. Complicated technical specifications are never a problem for Carl. His years of experience shows. Often, he has returned time and cost saving solutions for our communications projects with no sacrifice to creativity.

— Allison Ohman, ohmanart.com

I have been in the design & advertising business for over 25 years in the San Diego area, and although I consider myself to be a qualified artist & designer, I am constantly amazed at what new techniques & ideas Carl comes up with. He seems to stay on the cutting edge of technology, is well versed in a wide variety of related software programs, & is a wizard at troubleshooting hardware issues.

To say he comes highly recommended would be an understatement, & if you are considering bringing him in as a part of your work team, I'd suggest you do so before someone else does!

— Mitch Couasnon, MC Graphic Design

I had the great pleasure of working directly under Carl for several years while employed at CEET Racing.

Under Carl's direction we developed several hundred custom graphic products for the after market motorcycle/ATV/Watercraft industry. Many of which are still being sold today.

We also developed proprietary printing methods in order to expand the current parameters of screen-printing.

Carl not only helped shape and hone my design and creative skills but also my business and personal ethics.

Carl directed me in print design, ad design, design for screen printing application, photography, and apparel design. Carl continues to grow his skill set and is constantly pushing to acquire new knowledge.

— Matt Martelli, Mad Media Design

I was impressed further with Mr. Polizzi's ability to "lead" me through a very complex technological maze of design and related decisions regarding the "look" and utility features of my potential web site. He was very clear, direct and sensitive to my needs, and the limits of my "techie" background, as well as my financial and time constraints. Mr. Polizzi was very articulate and convincing in pointing out the benefits of including interactive features in my web site to make it stand out from the "average" web site for my type of business. Mr. Polizzi's studio office was extremely impressive in terms of his commitment to updating hardware and the mastery of related graphic and media software he has mastered. Mr. Polizzi is not someone who is content with what he can already do. Mr. Polizzi frequently updates his software and design skills.

The more I get to know Mr. Polizzi and his work, the more convinced I am that he is a dedicated and talented graphic artist who has put in the work, time, and study to be considered a true professional in his field.

— Bogdan Kulminski, M.A., L.Ac.