

andrew pollak

design & art direction

EXPERIENCE

AgencyOne

Senior Designer / 2006 to Present

As Senior Designer, I lead the design team on all creative projects including identity, packaging, branding programs, corporate collateral, advertising, and interactive design for the web.

Includes briefing design team and outside vendors, developing concept and design, presenting to clients, building press ready mechanicals, attending press checks to insure quality, setting up photo-shoots, and working with copywriters.

Clients include Sound ID, AT&T, Soonr, Optiscan, Americans for Cures, Hitachi, Cutera, Alter-G, Dfine and i2 Pharma.

True

Principal / 2004 to 2006

Specialized in brand identity

Responsible for marketing, presentations and client relations, developing and executing design, billing and project management.

Clients included Wham-O Inc., Core Studios, Cisco Systems, Mill Valley Public Library, Vode Lighting, and Dysert Environmental.

Wham-O Inc.

Art Director / 2000 to 2004

Responsible for the complete rebrand of Frisbee, Morey Bodyboards, and BZ Proboards. Worked closely with brand consultants and marketing to fully understand the brand and to ensure the brand strategy was developed with the target market in mind.

Created Frisbee/Morey/BZ brand style guides to ensure consistent implementation of the new brand strategy. Design and developed Frisbee identity, packaging, advertising campaign, collateral material, product art, point of purchase display units, environmental graphics, and web site.

Managed the art release for all packaging on schedule to meet shipping dates. Attended all Press Checks in U.S. and Mexico City to ensure quality. Hired, negotiated and directed third party vendors including, illustrators, printers, and photographers.

Rasputin Records

Graphic Designer / 1999 to 2000

Responsible for all print and advertising for all 3 of Rasputin Records locations.

EDUCATION

Academy Of Art College

Graphic Design

San Francisco State

Ecological & Cultural studies in New Zealand

College Of Marin

General Education

CONTACT

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