



John Puchalski Laguna Hills, CA 92653  
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## SKILLS

Computer Skills: CS3 (Photoshop, InDesign, Illustrator, Acrobat), Mac OSX Leopard on G5 dual processor  
Traditional Skills: Art Direction, Layout & Design, Drawing, Illustration



## WORK EXPERIENCE

**Logomark Inc.** (promotional products manufacturer) - Senior Graphic Designer - 2003-present  
Responsibilities: Concept, layout design and production for product catalogs, advertising and posters, photo retouching, logo design, art direction.



**Home Depot West Coast Advertising** - Graphic Artist/Art Director - 1999-2002  
Responsibilities: Concept, layout design and production for product catalogs, decor tabs, direct mail, photo retouching, art directing photoshoots (table top, people, room sets, location), working "within in the box" but making the box bigger.



**Gucci Timepieces** - Graphic Artist/Art Director - 1992-1999  
Responsibilities: Concept, layout design and production for product catalogs, sales collateral, national magazine and billboard advertising, multi-language brochures, direct mail, visual display images, photo retouching, art directing photoshoots, press checks.



**FreeLance** - Illustrator/Designer - 1977-1992  
Responsibilities: Four-color/b&w advertising, magazine editorial illustrations, story illustrations, movie poster comps, product illustration, storyboarding. Worked with art directors, designers, ad agencies, design studios and publishers.

## FORMAL EDUCATION

Cal State Fullerton, Bachelor of Arts, Illustration/Graphic Design

## NOTATIONS

Taught Special Studies in Illustration class at Cal State Fullerton and Airbrush class at Cal State Dominguez Hills  
Exhibited in LA Society of Illustrators West and New York Society of Illustrators  
Awarded Certificate of Excellence Strathmore Gallery  
Climbed Mt. Fuji twice

## REFERENCES

Will gladly be furnished upon request