

Résumé



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EDUCATION

Bachelor's Degree in Advertising Arts, 1994
Art Institute of California (formerly The Advertising Arts College), **San Diego, California**

Advertising Campaign
Computer Graphics
Publication Design
Art Direction
Graphic Design

Product Design, 1990-91
Holon Technical Institute (Tel Aviv University),
Holon, Israel

Main area of emphasis - Product Design

COMPUTER GRAPHICS

I have in-depth knowledge in the following applications:

Macintosh

Adobe Photoshop	8 yrs.
Adobe ImageReady	2 yrs.
Adobe Illustrator	9 yrs.
Adobe GoLive	2 yrs.
Macromedia FreeHand	6 yrs.
Macromedia Flash	1 yr.
QuarkXpress	9 yrs.
Painter	6 yrs.
Adobe PageMaker	9 yrs.
Extensis Collect Pro	2 yr.
Extensis PhotoGraphics	2 yr.
Various other Extensis products	2 yr.
Microsoft Office	3 yrs.
Web applications: Netscape, Internet Explorer.	4 yrs.

I keep current on all versions of the above software. Knowledgeable in various plug-ins, add-ons, extras and work flow enhancers for these applications. Beta Tester for various graphics software packages.

Wintel Platform

I am experienced in operating and teaching the above applications on a PC platform.

Hardware:

Macintosh Platform

All Macs (68xxx-64)	Apple Product Professional 1997-99
Scanners	Flatbed
Printers	Laser, Inkjet, Large Format
CD Recorders, CDR-W, DVD RW	
Pressure Sensitive Tablets (Wacom presenter)	
PDA's	

Working knowledge of various hardware platforms needed for everyday work flow in computer labs. Capable of troubleshooting common problems.

WORK EXPERIENCE

1991-Present • Owner / Chief Designer
TaDa!™ Advertising, San Diego, California

Award winning designs and websites for:

St. Vincent Hospital	Santa Fe, New Mexico
Farrar Golf	San Diego, California
Mothers Against Drunk Driving • Poster	National distribution
Bally Hoo Copywriting	Dundalk, Ireland
Copyright	Tel Aviv, Israel

Various non-profit organizations: Sony ArtWalk, Crime Stoppers, American Cancer Society, March of Dimes, Muscular Dystrophy Assoc.
Speaking and consulting on computer matters and Internet issues to local and international companies including Adobe, Sony Interactive, Hewlett Packard, SAIC, New Horizons and more.

2000-Present • Instructor
San Diego Community College District, Continuing Education, San Diego, California

Technology instruction	Photoshop, Illustrator, GoLive, Web Design, Mac Basics, Internet Basics, Painter, etc.
Entrepreneurial classes	Freelancing and Modern Web Design

2001-Present • Registered Interpreter • Hebrew/English
State of California, US Courts, I.D. #700264

Member: National Association of Judicial Interpreters and Translators (NAJIT)
TV Appearances (San Diego ABC, CBS, NBC affiliates): Israel/Middle East related issues

1994-1999 • Computer Education Supervisor
Community Relations Officer

Art Institute of California, San Diego, California

Oversee five computer labs	over 300 computers
Curriculum Building	Entire computer education curriculum
Recruiting	Instructors, Tech staff & Teacher Assistants
Maintenance	Macintosh Platform (oversaw Wintel platform)
Planning	Special projects, staff events, etc.
Purchasing	Software, hardware, teaching material, books etc.
Budgeting	Quarterly budget for all computer related purchasing

Also oversaw Student Council, community events, high school Career-Fair demos, User Group connections and vendor relations. AIGA and Ad Club Liaison. Various speaking engagements.

1999 • Art Director
Webentrepreneurs.com, San Diego, California

1993-1994 • Computer Artist / Trade Show Presenter
Faretal Design (MetaCreations), San Diego, California

1986-1989 • Communications Expert

ACHIEVEMENTS

Apple Product Professional
Apple Computer Inc., 1997-99

Award of Merit
The Creative Show, San Diego, 1997

Award of Excellence
The Creative Show, San Diego, 1995

Judge • Multimedia Presentations
San Diego County Fair, San Diego, 1996-2002