

---

## Freelance Clients

Bunim/Murray Productions, Van Nuys, CA  
dmsFM.com, NYC, NY  
Cutters, Chicago, IL  
latimes.com, Los Angeles, CA  
Warner Brothers, Burbank, CA  
Frag'D Entertainment, CA  
Axis Marketing & PR, Los Angeles, CA  
Mobile Excellence Awards, Los Angeles, CA  
FlyFone.com, Los Angeles, CA  
DownloadPunk.com, Van Nuys, CA  
Kaiser Permanente, Pasadena, CA  
ING / Financial Network, Torrance, CA  
Hopeless Records, Van Nuys, CA  
Belkin, Compton, CA  
DMJM Harris, Los Angeles, CA  
Century 21 Butler Realty, SB, CA  
Boating Magazine, NYC, NY  
Pulse Media, San Jose, CA  
Cinder Block, Oakland, CA  
Studio 3, Palo Alto, CA  
Dulin Advertising, Mountain View, CA  
Wells Marketing, San Francisco, CA

---

## Skills

- Excellent project/team builder/leader.
- Experienced multi-tasker. Skilled in juggling the needs of clients, copy editors/writers, artists/photographers, account executives/producers, etc. under tight deadlines to do the 'impossible.'
- Well versed in the technical aspects of design, as well as web development (PHP, CSS, HTML, MYSQL, JQUERY, ect.)



Sasha Loobkoff  
727 Cole Avenue  
Los Angeles, CA 90038  
510.387.2441 (cell)  
info@sashaloobkoff.com

## Online portfolio:

<http://www.sashaloobkoff.com>

---

## Work Experience

**JUN. 2005 – MAR. 2011**

### ART DIRECTOR

#### GOTV NETWORKS, SHERMAN OAKS, CA

- Established the network's art department and created the look and feel for the company's large array of products (Short-form television channels/programs, mobile applications, websites, print collateral, etc.)
- Hired and mentored junior artists/ editors. Rigorously enforced branding guidelines, providing a strong graphic vision.
- Fulfilled the needs of GoTV's many departments (Sales, Studio, Marketing, Technology, Business Development and Corporate) to create an innovative and visionary brand image.
- Concepted a wide range of innovative multi-platform Mobile applications (20+) (UI, UX, wireframes).

**2003 – 2005**

### FREELANCE GRAPHIC ARTIST / WEB PROGRAMMER / WEBMASTER

- Print design and production
- Conceptualize, design and program websites on a freelance basis. Includes HTML, DHTML (Javascript/CSS), CGI (perl, php, mysql), Flash animation/actionscripting, copywriting/content management and audio/video.

**NOV. 1999 – JAN. 2002**

### SENIOR PRODUCTION DESIGNER

#### MARKETING DRIVE SAN FRANCISCO, SAN FRANCISCO, CA

- Created numerous integrated marketing campaigns (web and print) for Palm, Intuit, PG&E, Visa and Wells Fargo from design to final production. Campaigns included in-store displays, product literature, packaging, web pages, direct mail material, posters, banners, advertisements, etc.
- Developed agency's initial broadband projects for Visa, VisaOnline, Wells Fargo.
- Produced PG&E 2000 Comfort Home/Energy Star campaign. Commissioned illustrator.
- Art Directed several Palm projects including 2001 Back to School campaign. Directed photoshoots.

**SEPT. 1998 – SEPT. 1999**

### NATIONAL PRODUCTION DIRECTOR

#### GET UP AND GO! MAGAZINE / AGE WAVE COMMUNICATIONS, EMERYVILLE, CA

- Managed all aspects of pre-press for national monthly magazine (Readership 1.6 million).
- Supervised 8 regional production hubs on design, deadline and technical issues.
- Heavy page/ad design, communications with printers/clients, 4/c pre-flighting, staff development.
- Successfully devised print cost reduction strategies with respect to color usage, ad placement, equipment and staffing. Created an extremely efficient production process – 100% digital.

**MAR. 1996 – JULY 1998**

### GRAPHIC DESIGNER

#### BERNARD HODES ADVERTISING, PALO ALTO / SACRAMENTO, CA

- Involved in all phases of agency art department; from creative to production.
- Clients: Intel, Oracle, Wells Fargo, Apple, 3Com, AMD, Lockheed, Sun Microsystems, Phillips.
- Designed/produced print ads, web graphics/animation, billboards, collateral literature, corporate tchotchkes (magnets, stickers, t-shirts, etc.), movie slides.
- Pre-Press (ran 4/c film, scanning, color correction, pre-flight, etc.).

**NOV. 1993 – MAR. 1996**

### ASSISTANT ART DIRECTOR/GRAPHIC DESIGNER

#### SAN FRANCISCO BAY GUARDIAN, SAN FRANCISCO, CA

- Co-managed editorial layout/design of free news-weekly (Readership 350,000+).
- Designed/produced majority of interior pages (scanning artwork/page layout).
- Conceptualized and assigned illustrations/art. Directed and scheduled photo shoots.
- Designed advertisements, promotional pieces, etc.
- Layout, typesetting, scanning, paste-up, color preparation, etc.
- Art directed/created multi-ad Guardian promotional campaigns.
- Reviewed artist/photographer portfolio submissions, conducted interviews.
- Compiled weekly art budget.

---

## Education

Bachelor of Arts Degree – University of California, Berkeley – Mass Communications.