
Freelance Clients

Virtual Reality LA, Sherman Oaks CA
MTV / Viacom, Santa Monica, CA
Machinima, West Hollywood, CA
ArcLight Theaters, Hollywood, CA
Bunim/Murray Productions, Van Nuys, CA
Electronics Arts, Redwood City, CA
Target Corporation, Minneapolis, MN
Disney XD, Burbank, CA
Avatar Labs, Encino, CA
Arsonal Culver City, CA
Epitaph Records, Los Angeles, CA
Fat Wrechords, San Francisco, CA
Downtown Music / dmsFM.com, NYC, NY
Cutters, Chicago, IL
Premier Digital Publishers, Dallas, TX
LA Times.com, Los Angeles, CA
Warner Brothers, Burbank, CA
Endust / Nakoma Products, Chicago, IL
Jennifer Adams Home, Scottsdale, AZ
Hopeless Records, Van Nuys, CA
Side One Dummy Records, Los Angeles, CA
Kaiser Permanente, Pasadena, CA
ING / Financial Network, Torrance, CA
Belkin, Compton, CA

Skills

- Visionary creative lead
- 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.'
- Technically proficient in all aspects of design (Adobe Suite, Microsoft Office, etc.) as well as web development (PHP, HTML5, CSS, MYSQL, Javascript, JQuery, Bootstrap, Git, Github, Wordpress, Shopify etc.)



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Work Experience

1993 – PRESENT

FREELANCE ART DIRECTOR - WEB, PRINT, MOBILE, MOTION
sashaloobkoff.com

MAR. 2016 – SEPT. 2019

CREATIVE DIRECTOR - ESPORTS AGENCY, CONTENT PRODUCER, APPAREL BRAND

UMV (Ultimate Media Ventures) | ULT (Streetwear), HUNTINGTON BEACH, CA

- Established the esports startup's Art Department and created the look and feel for the company's large array of endeavors (Streetwear apparel, websites, social presence, event signage, motion graphics, etc.)
- Designed line plans and tech packs for firm's streetwear brand (ULT) and Team/League clients
 - Jerseys, tees, shirts, jackets, hoodies, pants, hats, beanies, socks, accessories, etc.
 - Clients: Blizzard, Overwatch League, EUnited, Gankstars, HyperX, Red Bull, I Buy Power, UNLV, SLG, ARMY, N3rd Street, Philadelphia Fusion, G Fuel, Zumiez, Red Reserve, Collegiate Starleague, CLG, MIBR & more.
- Designed and coded multiple websites, most notably ULT's 200+ product ecommerce site (Shopify).

JUN. 2005 – MAR. 2011

ART DIRECTOR - BROADCAST TELEVISION

GOtv NETWORKS (Now Phunware), 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.)
- Rigorously enforced branding guidelines with junior artists/editors to provide 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 Apps (20+) (UI, UX, Design).

NOV. 1999 – JAN. 2002

SENIOR PRODUCTION DESIGNER - AD AGENCY

MARKETING DRIVE WORLDWIDE (Now Match Marketing Group), SAN FRANCISCO, CA

- Involved in all phases of agency art department; from creative to production.
- Produced & Designed numerous integrated marketing campaigns (web/print) for Palm, Intuit, PG&E, Visa and Wells Fargo. Campaigns included in-store displays, product literature, packaging, web pages, direct mail material, posters, banners, advertisements, websites, and more.

SEPT. 1998 – SEPT. 1999

NATIONAL PRODUCTION DIRECTOR - PUBLICATION

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 Art Departments.
 - Heavy editorial/ad design, liaison to printers/clients, staffing.
 - 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 - AD AGENCY

BERNARD HODES ADVERTISING (OMNICOM), PALO ALTO / SACRAMENTO, CA

- Involved in all phases of agency art department; from creative to production.
 - 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.).
- Clients: Intel, Oracle, Wells Fargo, Apple, 3Com, AMD, Lockheed, Sun Microsystems, Phillips.

MOV. 1993 – MAR. 1996

ASSISTANT ART DIRECTOR/GRAPHIC DESIGNER - PUBLICATION

SAN FRANCISCO BAY GUARDIAN, SAN FRANCISCO, CA

- Co-managed editorial and layout/design of free news-weekly (Readership 350,000+).
- Designed advertisements and promotional campaigns
- Commissioned illustrators and photographers.
- Compiled weekly art budget.

Education

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