Bruce Philpott

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Career Goal:

To use my graphics and photography skills to transform the image of a growing company, increasing both immediate and long term profit; to increase sales by developing and producing a wide range of print and/or web media in support of all departments; to create an image bank of photographs which will enhance a company's advertising and publicity releases for years to come.

Experience:

February 1995 to Present
Graphic Designer and and Photographer

brucephilpott.com: Designing and producing advertising, brochures, point of purchase graphics, logos, and email campaigns on both Macintosh and Windows using InDesign, Photoshop, Illustrator and Dreamweaver.

Creating product photography, executive portraiture, lifestyle imagery, food photography other types of commercial imagery. Creating public interest about your company.

March 2004 to June 2010
Graphic Designer and Photographer – The Terlato Wine Group
Rutherford Hill Winery, Chimney Rock Winery, Alderbrook Winery, Sanford Winery

Increased direct to consumer wine sales while cutting graphics costs in half. Designed and created a broad spectrum of print and web media using Adobe InDesign, Photoshop, Illustrator, and Dreamweaver. Produced eye-catching, quality digital photographs of products, people and places for advertising and publicity. These photographs formed an image bank which will continue to enhance the company's image for years. In general: Efficiently and artistically combined my original photographs and art with text to achieve attractive print and web "collages" which sold the company's products.

July 1996 to March 2004
Graphic Designer – The CB Tool Group, Santa Rosa, California

Designed and created all graphics including web site, business forms, signage, catalog work and point of purchase graphics for a chain of four retail stores using Dreamweaver, Flash, ImageReady, HTML, QuarkXPress, PageMaker, Photoshop and Illustrator.

September 1990 to February 1995
Journeyman Printer – The Press Democrat, Santa Rosa, California (a New York Times Company)

Produced quality color ads in high production for a daily newspaper using MultiAd Creator in a Macintosh environment. Responsible for production of special sections and the bimonthly HomeFinder Magazine.

March 1973 to February 1990
Journeyman Printer – Petaluma Argus-Courier, Petaluma, California

Produced quality color ads in high production for a (then) daily newspaper on a Compugraphic AdVantage. Wrote software for reporters' laptop computers.

June 1977 to October 1990
Photography Teacher – Petaluma, Rohnert Park, Novato and Napa Recreation Departments

Taught Creative 35mm Photography enabling over a thousand adults to achieve the photographs they'd always wanted.

Education:

- Bachelor of Arts degree in Psychology – Sonoma State University, 1977
- West Coast School of Professional Photography –
  Professional Photographers of California, Brooks Institute
- Certification in Photoshop and InDesign – Santa Rosa Junior College
- Advanced Photography, Photoshop and InDesign Seminars –
  National Association of Photoshop Professionals
- Continuing computer graphics classes – Santa Rosa Junior College

Awards and Certificates:

- 2005 Adobe Graphics Achievement Award –
  Santa Rosa Junior College Computer Sciences Department
- Certificate – Certification Training in Adobe InDesign - 2004
- Certificate – Certification Training in Adobe Photoshop - 2000
- Award of Merit Professional Photographers of America - 1984
- Award of Merit Professional Photographers of America - 1983
- Award of Merit - Professional Photographers of America - 1982