



**larry gassan**  
*photography / design / print production*  
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 photos: <http://www.flickr.com/photos/larrygassan/>  
 "Mr Pre-Press Speaks!" at <http://mrprepress.wordpress.com>  
 Notes from the Dark Side of Print Production



**Qualifications:**

Creative print production executions utilizing solid skills and a designer's perspective. Expert Mac skills in IDCS3 & 4, Acrobat, and Quark Xpress. Supplementary skills in Dreamweaver, Filemaker Pro, Word, and Excel.

**Education:** Ohio University. BFA Graphic Design, with honors. Continuing education at Art Center College of Design, Bookshop; Otis-Parsons and Glendale Community College (digital imaging/retouching/special effects, photography).



**Work Experience**

Full-time and freelance art direction, design, and studio work in publishing, ad agencies, design studios, in-house and non-profits. I've worked on campaigns, direct mail/collateral, annual reports, books and magazines. I've also photographed wrecked planes for an air-crash investigator.

**2009** – Designed **"LA1980: a photo memoir"** <http://www.blurb.com/bookstore/detail/555505>

**2007** – **present:** Freelance for Kaiser Permanente, Jack Morton, Catapult Marketing, the Workbook, LA Times, WongDoody Advertising, Nestlé, Swart Advertising, Greenstreet Ads.

**2002** – **2006:** The Workbook. Annually preflight over 1500 pages of Workbook advertiser files, in addition to other Workbook titles: FRAMED, ArtCards, various rep-group catalogs. I was responsible for logging and tracking of advertiser files, FTP management, hands-on digital file troubleshooting. Job required strong customer skills in dealing with advertisers, vendors and suppliers. Accompanied Print Production Director & crew for 2-1/2 weeks in 2005 for press-check in Verona, Italy.

**2001** **Graham Silberg & Sugarman:** Full-time B2B art director—concept to completion. Art directed print and direct mail for Aon Group, Swett & Crawford, IMCA (insurance industry marketing association); Santa Monica Visitors & Convention Bureau. Responsible for art buys, photo supervision and press checks.

**2004** – **2000:** Freelance art-direction & studio pre-press:

**Kater Litho:** Preflighting & proofing digital advertiser files for publication.

**Crispin Porter Bogusky/LA:** Freelance studio management and ad production.

**Lennon & Associates:** Production of the 2003 Hancock & Moore furniture catalog (356pp)

**Rauxa Direct:** Direct mail art direction & concept for Verizon

**Playhut:** Print ads, sell sheets, packaging, trade show graphics for indoor pop-up play structures.

**Harmony Project/Los Angeles** (non-profit): Created and produced fund-raising newsletter generating \$40,000 in donations—surpassing the original goal of \$25,000.

**Lowe's Home Improvement Warehouse:** Supervised production of indoor & outdoor graphics for 2003 TV spots

**Ryan Partnership:** AD direct & POP for Pillsbury, O'Douls, Calistoga.

**Metro Transit Authority/LA:** Maps, booklets and collateral for public transit.

**Awards / Exhibitions / Media:**

**2008** Gawker Media. Added to the featured artists on Gawker Gallery (<http://gawker.com/artists/larry-gassan.php>).

**2007** TrailRunner Magazine: Original photography: "THE UNDERDOG: Why does the Angeles Crest 100 Dwell in the Shadows of Leadville, Western States, Wasatch and Hardrock?"

LiquidTreats: "Hot Shots": July 07, 2007: <http://www.liquidtreat.com/LiquidTreat/Door/29012>

**2003** New Photography/Millard Sheets Gallery—Honorable Mention: Portrait of NBC TV news reporter & crew at Los Angeles plane crash site, June 2003 ([http://larrygassan.com/LA\\_Plane\\_Crash\\_Apt\\_Fire/pages/ROLL1DX-26\\_JPG.htm](http://larrygassan.com/LA_Plane_Crash_Apt_Fire/pages/ROLL1DX-26_JPG.htm)).

**Other Experience:**

**2004** – **present:** Photo documentary project: Finish Line Photo Project: 100-Mile Runners at the Finish-Line.

**2002** – **2003:** Freelance event photographer at the Augusta Heritage Festival/Swing & Blues Week 2003, Elkins WV

**1980** Aviaction Inc: Photographing airplane wrecks for air-crash investigator for use as courtroom evidence.

**Prior Work Experience:** I've provided art direction and print production services since 1986.

**Client List:**

Asher/Gould  
 Bass/Yeager & Associates  
 BGM Health Communications  
 Bright & Associates  
 CitiBank  
 Dailey & Associates  
 DirectPartners  
 Disney Televentures  
 E! Entertainment  
 eToys  
 Grey Advertising  
 Hamagami Carroll & Assoc  
 McCann-Erickson/LA  
 Point Zero  
 Teleflora  
 Vision Advertising  
 Seiniger & Associates

**Partial Account list:**

Asiana Airlines  
 Beckman Instruments  
 CalFed  
 Calistoga  
 Circus Circus  
 Coldwell Banker  
 Dey Pharmaceutical  
 Fancy Feast & Mighty Dog  
 Great Western Savings  
 Hilton Hotels  
 Holland America Cruise Lines  
 Iomega  
 Knowledge Adventure/HAVAS  
 Nestlé  
 Pacific Bell  
 Pioneer  
 Pillsbury  
 Sizzler International  
 SoCal Edison  
 Standard Oil of Ohio  
 Synthetic Industries  
 TransAmerica Life  
 United Health Plan  
 Univision