

OBJECTIVE

To utilize my creativity and experience to secure a position in a team oriented, established or upwardly mobile company.

EXPERIENCE

3/2001 – 3/2003

Hedstrom Corporation

Arlington Heights, IL

Senior Designer

Responsibilities included the design & development of new products and packaging. Primarily, The target market for the toys were children 3–8. Products were created with a number of licensed properties as well as creating original artwork. The environment was primarily one where we worked on individual projects, but also had a number of projects that were team oriented.

Disney, Sony, Pixar, Warner Brothers, Mattel, Hit/Lyric are some of the clients / licenses that Hedstrom was creating products for/with.

Computer platform used Macintosh OS9.2.2 with transition to OSX. Primary applications used were: Adobe Photoshop – Adobe Illustrator with a number of 3rd party plugins. Corel Painter, QuarkExpress and Electric Image 3D were used as well to a lesser extent. I also did traditional pencil/pen roughs, mocked up packaging and POP displays.

8/1996 – 5/2000

Freelance Digital Designer/Art Director

Simon Marketing, Inc.

OakBrook Terrace, IL

Computer graphic illustration, production, design for packaging and POS. Was reuired to worki in team environment as well as on a individual basis to develop the programs we were working on. Many of the programs we worked on won various advertising and marketing awards.

Accounts– McDonald's, Disney, Blockbuster, Chevron

Computer platform used Macintosh OS 8.6 – 9.2.2Primary applications used were: Adobe Photoshop, Adobe Illustrator with a number of 3rd party plugins. Corel Painter, QuarkExpress and Electric Image 3D were used as well to a lesser extent. I also did traditional pencil/pen roughs, mocked up packaging and POP displays.

5/1984 – Present

Principal

Zootgraphics, Inc.

Chicago, IL

1984 to Present

Graphic design, illustration, logos, web design and graphics, product design/concepts as well as domain identity/name consulting and acquisition for companies and individuals. Work is done either at my studio or onsite ... as part of a team or on an individual basis.

Digital photography/Illustration of people and products for advertising POS and fine art clients. Samples can be seen at www.digitalwatercolors.com

I currently have approx. 500 domains which I am doing a variety of things with development, for PPC (pay per click), Affiliate sales and Event ticket sales. I also do sales of domains as well as consultation, research and procurement of domains for clients.

Creator

BrainMatters.com™

Created web site, product line and fundraising programs to help teach children & young people about making positive choices. All design, concept and illustration.

Work in progress site can be seen at: www.brainmatters.com

Program proficiency in most current graphics software, with an emphasis on:

Adobe Photoshop + plugins

Adobe Illustrator + plugins

Working knowledge:

Electric Image Universe 3D

Dreamweaver

Quark

Acrobat

I use a combination of software and technologies to create the best images possible.

Hardware list: 2 Macintosh workstations and 1 portable with a full array of software and peripherals. They are running both OSX and OS 9.2.2. to provide the most compatible environment possible.

Partial ZootGraphics client list:

Warner Brothers
Mattel
Blockbuster
Coca Cola Co.
Philip Morris
DuPont
McDonald's Corp.

Accomplishments:

- I have been written up in "ComputerArtist" magazine and "Micro Publishing News" for my surface design (patterns) used for apparel (Neck Wear).
- I've had a line of Neckwear based on my patterns and concept in J.C.Penny produced by the Wemco Corporation in New Orleans.
- I have beta tested software for a wide variety of companies and their applications. Adobe PS and IL, Electric Image 3D, Fractal Design Painter, MetaCreations (various PS/IL plugins), Strata3D and MacroMedia.
- I worked on the "Youth at Risk" program. It was a program in which we took inner-city teens that were involved in everything from gangs, drug dealing and from extremely dysfunctional families.

For most of the kids, it was a last stop before jail or correctional facilities ... we put them in various confidence building courses (both mental and physical) at a YMCA camp in the country and made them confront other teens in the program who they normally would be shooting at. It was really an amazing thing to see these kids actually working as teammates in the obstacle courses. We were also required to "adopt" (like big brothers) a teen for a period of a year and try to help them maintain what they learned in the course.

I think we did a fairly good job as a over half of the teens we worked with went back to school and did not end up in jail. I am honored that I could participate in this program and make a difference for them.

- I also design artwork for use in gift wrap, textiles, soft goods and apparel.

Samples of my work can be viewed on my Web site. www.zoot.com

REFERENCES

Robert Axelrod
Steele Communications
President
Phone Number: 312-827-7200

Chris Hoppe
Designer/Creative Director
Phone Number: 630-305-5799

Kurt Graves
Creatia
Senior Art Director
Phone Number: 630-861-2100

Nick Christoff
Walgreens - District Manager
Minneapolis West
Phone Number: 612-207-3194

Gary Wynn
DeForest Creative Group
V.P. Creative (was Creative Director at Hedstrom Corp.)
Phone Number: 630-834-7200
Letter of Reference:

Letters of Reference:

WYNN DESIGN
Gary Wynn
35W399 Country School Rd.
West Dundee, IL 60118
847-836-1380

To Whom it May Concern,

I had the opportunity to work closely with Senior Art Director, Ira Zoot at Hedstrom Corporation as his immediate supervisor. How would I best describe Ira?

In a word, Gumby ... he is amazingly flexible.

Adapting quickly to changing corporate and industry environments. He bounces back from extreme pressure.

From the pressure of deadlines, of corporate restructuring and the tightening of department and project budgets.

He rubber-bands when there is a 180° turnaround in creative or strategic direction. Revisions from management, customers or major licensing partners send Ira off in the new direction with the same speed, momentum and passion.

And, not only does he have the necessary characteristics of a ... "corporate Gumby", through hands-on experience, he can design, art direct and production supervise the use of the Gumby character likeness in innovative and creative product designs, packaging, POS and sales and marketing materials.

If you are looking for someone to do whatever it takes to exceed expectations, to achieve company goals and company and client/customer success ... Ira bends over backwards!

Sincerely,
Gary Wynn

From Hedstrom Corp:

To Whom It May Concern,
This letter confirms that Ira Zoot was employed by Hedstrom Corporation as a Senior Graphic Designer from March 19, 2001 to March 14, 2003.

His job duties were but not limited to: working on licensed properties using style guides and comments; creating original art for internal needs and programs: developing art for retail product and packaging; and producing support materials for sales and marketing needs.

During his employment Ira demonstrated expertise in the following areas: graphic design and illustrations; product concepting; various print and image reproduction methods; as well as computer graphics in a Macintosh environment using standard graphics applications and support programs.

Sincerely,

Lorene Dini
Director of Creative Services
Hedstrom Corporation
