



Broad-based experience. Pinpoint accuracy.

Bashore Design offers you the advantage of an experienced marketing team without the overhead. I've developed award-winning creative marketing solutions for a wide range of business types — from high-tech business-to-business clients such as Intel, NEC and Level One Communications to consumer-oriented businesses such as AirTouch Cellular, Sutter Health, Amtrak California, Harvey's Lake Tahoe Resort and Sherwood Electronics. And while the products, services and markets have been vastly different, the goal has always been the same — *to develop targeted communications that motivate the audience to respond*. Put this experience to work for you today, to create marketing solutions that hit the mark — without killing your budget.

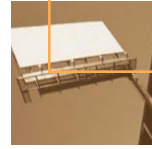
The services Bashore Design offers include:

- Logo Design and Corporate Identity
- Brochure and Print Collateral
- Product Packaging
- Point-of-Purchase Displays
- Annual Reports
- Direct Mail Advertising
- Print, Radio, TV and Outdoor Advertising
- Posters and Trade Show Graphics
- Web Site Design
- New Media CD-ROMs

Put my 20 years of experience as a graphic designer, art director and creative director to work for your company. Call (916) 768-8310 today and take aim at affordable, quality communications.

bāshore
design

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916.768.8310



bob bashore

Experience Bashore Design, September 2001–Present

Creative Director Client base ranges from civil engineering, Internet solutions provider and high-end winery to public outreach, property management and automotive sales and repair. Projects include logo design, print collateral, Web sites, advertising, product packaging and building signage .

Anderson Solone, Inc. Marketing Communications, February 1998–September 2001

Creative Director Directed and designed studio projects from client kickoff to final studio completion and delivery. Responsible for consistent implementation of branding strategy and creative messaging.

Administrative Art Director Managed design studio of more than twelve artists. Responsibilities included project estimating, team assignments, project trafficking, and quality control. Conducted all department employee reviews and determined promotion status. Developed department budgets for studio staffing, equipment and supplies. Art director responsibilities included concept development, comping, client presentations, final layout, art direction of photography and illustration, talent casting/selection, supervision of in-house and freelance design/production staff.

DanaForan Marketing Communications, February 1996–January 1998

Senior Art Director Developed print, outdoor, direct mail and TV advertising campaigns along with support collateral. Responsibilities also included supervision of staff/freelance art directors, along with print production and estimating.

Mering & Associates Advertising, May 1993–February 1996

Senior Art Director Developed print, outdoor, direct mail and TV advertising campaigns along with support collateral. Responsibilities also included supervision of staff/freelance art directors, along with print production and estimating.

Jefferson/Acker, December 1987–April 1993

Art Director & Senior Graphic Designer Developed print and direct mail advertising campaigns. Also designed and produced product literature, logos, packaging, and exhibit materials. Responsible for print production and estimating.

Libera & Associates, October 1986–November 1987

Graphic Designer Developed and produced annual reports and packaging.

Bramson & Associates, October 1984–October 1986

Graphic Designer Developed and produced product literature, logos, advertising, signage, and exhibit materials.

Faculty Art Center College of Design, February 1987–May 1990

Instructor, Exhibit Graphics Senior year college students

Developed class format, projects and presentations. Critiqued and evaluated student work.

Art Center College of Design, June 1986–January 1987

Instructor, Graphic Design High school students

Developed class format, projects and presentations. Critiqued and evaluated student work.

Education Art Center College of Design, February 1982–September 1984

Bachelor of Arts Degree, Graphics/Packaging

Graduated with Honors

University of California at Davis, September 1975–June 1980

Bachelor of Science Degree, Applied Behavioral Sciences/Design

Department Achievement Award

Awards IABC Crystal Award 2002, *The Sugar Mill* Business System

Telly Award Finalist 1997 (2), Amway television campaign, *Piano Girl* and *College Bound*

Sacramento Ad Club 1993–2001, Numerous Gold and Silver awards

Silver Microphone 1999, Tee Time Central radio campaign, *Gary the Golfer*

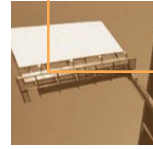
Memberships Davis Chamber of Commerce, Ambassador and Publicity Committee

Explorit Science Center, Marketing Committee

Davis Inline Hockey Association, Board Member



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client history

Consumer

Fiddlehead Cellars
Davis Chamber of Commerce
Amtrak California
Harveys Resort Lake Tahoe
Mike Daugherty Chevrolet
Sacramento Gold Miners
Monier Roof Tile
Amway International
Fresh Choice Restaurants
Java City Coffee
The Good Guys
M. David Paul Properties
Tee Time Central
Tony Roma's
Hallmark Inn and Suites
Davis Indoor Sports Center
Explorit Science Center
The Bagel Club
Luxury Motorcars
Capitol City European

Technology

Intel Corporation
Level One Communications
NEC Technologies
Cellular One
AT&T Cellular
AirTouch Cellular
PacTel Cellular
Kingston Technologies
Synergex
Unify Corporation
Soft PC
Epson Printers
Clarion Car Audio
Sherwood Electronics
Craig Car Audio
Fostex Electronics
Proton Electronics
Hitachi Corporation
Toshiba Electronics
Larson Sound Studio
Alpace Metals

Specialty

Aaron Spelling Productions
Kaufman & Broad
Viking Freight Systems
Gaming and Technology, Inc.
Cunningham Engineering
Klein Educational Systems
PDQ Transmissions

Health Care

CommuniCare
Sutter Health
UC Davis Medical Center
The United Way
Everest & Jennings
MMI Medical, Inc.

