

# PAT BRODERICK

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## EDUCATION

Academy of Art College, San Francisco, CA  
BFA, 1990 Major: Graphic Design

## CAPABILITIES

Editorial, collateral, advertising and package design	Employee training and supervision
Art direction	File preparation and pre-press, proofing of blueslines, color keys and printing plates
Web design and Flash animation	Troubleshooting and maintenance of Apple Macintosh computers and related peripherals
Television and film graphics	
Digital illustration	
Copywriting and proofreading	

## SOFTWARE APTITUDE

Adobe Photoshop	Adobe Flash
Adobe InDesign	Fontographer
Adobe Illustrator	Microsoft Word
Adobe After Effects	QuarkXPress
Adobe Dreamweaver	Adobe Acrobat
Adobe GoLive	

## CURRENT EMPLOYMENT

### JULY 1997-PRESENT

#### Freelance

Designer / Art Director / Sole Proprietor

- Created book cover and interior design for Random House (including *The Poker Aficionado* [2005], *How to Line Up Your Fourth Putt* [2007] and *Golf Digest's Complete Book of Golf Betting Games* [2006]) and Thomson Publishing/Delmar Learning
- Create print advertising, logos and collateral design for clients including Norton Records, Kayo Books, CBP Appraisal, The College Board, Applegate Farms, The Imageneering Company, Gravitas Docufilms, Fusion Theatre Project, Heelside Snowboard Boots
- Design CD and LP covers and related promotional material for Norton Records, Del-Fi Records, Dirtnap Records, CR Japan Records, Suburban Home Records
- Designed on-screen graphics for *Denis Leary's Merry F#%\$n' Christmas Special* (Comedy Central, 2005), *Michael Ian Black Doesn't Understand* (Comedy Central, 2007), *Childrens Hospital* (Adult Swim, 2010), the motion picture *The Ten* (2007) and digital backdrops for *Triumph The Insult Comic Dog Live* and *Modern Humorist Live* stage shows
- Maintain web sites for Norton Records (nortonrecords.com), Mary Weiss of the Shangri-Las (maryweiss.com), cartoonist Lloyd Dangle (troubletown.com and lloydangle.com), and musician/photographer Kim Shattuck (www.kimshattuck.com)
- Founder of Rotodesign personal web site (www.rotodesign.com), winner of a 1998 Yahoo! Site of the Year award; site praised by *How*, *LA Weekly*, *Web Designing*, *Suck.com* among other publications; included in *Rockport Books' Webworks: Typography On The Web*

### JANUARY 2003-PRESENT

#### Guide Publishing Group

Designer / Production Coordinator

- Design all four-color advertising and editorial pages for *Bay City Guide* magazine and *Rental Guide* magazine; write captions and editorial copy
- Flightcheck all files and coordinate with service bureaus and printers for their delivery; proof digital color prints and pdf printer's proofs
- Create advertising and collateral artwork, including rack cards, brochures, business cards, posters, signage, web sites and advertising for various clients
- Created template and designed all advertising and editorial for multilingual visitor guide SFO/USA, coordinated with translators and Japanese-language typesetters)

## PAST EMPLOYMENT

### FEBRUARY 2000-MAY 2002

#### Modern Humorist

Art Director

- Designed all content on Modern Humorist web site; created all site templates and contributed most of the site's illustration and some copywriting
- Designed, illustrated and wrote pieces appearing in such magazines as *Entertainment Weekly*, *Fortune*, *Gear*, *New York*, *Time*, *Newsweek*, *TV Guide*, *Maxim*, and *Yahoo! Internet Life*, among others
- Designed, illustrated and co-wrote the trade paperbacks *One Nation, Extra Cheese: Your Guide to the Bestest Country Ever* (2002) and *Rough Draft: Pop Culture the Way It Almost Was* (2001); designed the cover of the trade paperback *My First Presidential* (2001), all published by Crown/Random House
- Designed, art-directed and contributed articles to all three issues of the *Modern Humorist* mini-magazine for H&S Media
- Designed and created illustrations for merchandise: posters, e-cards, stickers and t-shirts
- Procured photography and illustration from stock agencies for book and web site use
- Coordinated with outside book and magazine editors, art directors and production departments
- Managed on-site design assistants; project-managed illustrators, designers, Flash animators
- As part of subsidiary Humor Dynamics, created artwork and wrote copy for advertising clients including SS+K, Applegate Farms and Microsoft

### OCTOBER 1999-JANUARY 2000

#### Arnie Sawyer Studios

Art Director

- Designed and produced four-color videocassette packaging and magazine advertising appearing in *Variety*, *Hollywood Reporter* and *American Cinematographer*
- Designed one-sheet poster for the motion picture *Beyond the Mat* (Lions Gate Films)

### JUNE 1995-OCTOBER 1999

#### Guide Publishing Group

Designer / Production Coordinator

(see description at left)

### JULY 1990-JUNE 1995

#### Arabian Horse World

Graphic Designer

- Designed four-color advertising and editorial pages in *Arabian Horse World* and *Vail* magazines, as well as all forms, checks and invoices used in-house
- Sold ad space and consulted with clients; wrote advertising copy and photo captions; trained and supervised employees
- Did four-color stripping work (both digital and manual); created and proofread color keys, digital proofs, blueslines and printing plates