

## **Charles Todd Ritola**

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### **Production Artist - Graphic Designer - Web Designer**

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#### **Skills:**

##### **Art Production/Design:**

- Experienced in all stages of design process from concept to execution.
- Excellent hand skills preparing 2d/3d composites.

##### **Photo Illustration:**

- Color-correction, retouching and editing of high-end digital images
- Image compositing and special effects with typography.

##### **Web Design:**

- Technical understanding of how websites work.
- Knowledge of html, xhtml, css, php and javascript.

##### **Prepress:**

- 10+ years production experience in both paste-up and digital.
- Knowledgeable in all aspects of production.

#### **Tools:**

**Operating Systems:** Macintosh OS9, OSX, Windows 98.

**Print:** Adobe Photoshop, QuarkXPress, Adobe Illustrator, Acrobat.

**Web:** Adobe ImageReady, Golive, Flash, BBEdit (html, xhtml and css),  
Fetch (ftp), MS Office

**Other:** MS Office, Adobe Creative Suite (learning the upgrade)

#### **Experience:**

**Roy Ritola, Inc. - Design for Marketing** - Sausalito, Ca.

Prepress production, 1990-present

- Preparation of traditional and digital photography for layout.
- Client communication to gather information.
- Vendor communication for file specifications.
- Production of 2d/3d mock-ups and proofs for final approval.
- Projects including: Marketing brochures, Catalogs, Product packaging, POS materials, Advertising, Logo illustration and applications, Signage, Direct mail, Wine labels, Posters and Company website.
- Clients including: The Testor Corporation, Saags Specialty Meats, Vogue Cleaners, MyDTV, Robert Goodman Wines and Company website

#### **Freelance Clients:**

**FalconCrest Builders:** identity and letterhead

**Robert Houser Photography:** website redesign

**Full Measure:** identity and letterhead, direct mail piece

**XtremeSwims.com:** website graphic design and coding (html, css)

#### **Education:**

BA Economics 1990, University of California, Santa Cruz

#### **References:**

*Available on request*