

David Tice Allison

WWW.TICEALLISON.COM
TICE@TICEALLISON.COM

1035 MARTIN LANE
 SEBASTOPOL, CA 95472
 PH. 707-738-3619

POSITION: GRAPHIC DESIGNER/PRODUCTION LAYOUT ARTIST

My approach to design fits into one simple philosophy: *to instill the desire to buy*. In practice, my layouts partake of smart typography choices, intuitive use of white space, eye-catching art, sensible use of color, plus a balanced regard for the legendary K. I. S. S. principle. I believe effective designs reflect strong elements of *telegraphy* — they get the point across in the space of an instant. Thanks to many years of experience and top training, I can offer you advertising agency results with workflow speeds that are in line with the requirements of your production department, and I am constantly keeping my skills and knowledge base honed, thanks to a longtime (and ongoing) subscription to the leading online software training and video tutorial library, Lynda.com.

QUALIFICATION HIGHLIGHTS

More than 25 Years Experience	Fully-Versed with Adobe CS3/4/5/6/CC	Fast Workflow Speeds
Small Ads a Specialty	Typography is my Forté	Acquainted with HTML & CSS
Dependable, Accurate, Flexible	Professional Copywriter	Professional Photographer

EDUCATION

Bachelor of Arts, English; Sonoma State University; Rohnert Park, CA; 1986

PROFESSIONAL EXPERIENCE:

Tice Allison Design; SEBASTOPOL, CA

OWNER *My freelance graphic design business.*

2004 - PRESENT

Metro; SAN JOSE, CA

PRODUCTION *On-call production artist, mainly display ad design, corrections and art prep.*

1992-1994

Leshar Communications; HEADQUARTERS IN FAIRFIELD, CA

PRODUCTION *Roving production artist; design and layout of display ads for various newspapers owned by Leshar. Worked mainly with The Sebastopol Times & News, but also Napa Valley Times, Healdsburg Tribune, Bodega Bay Signal and others.*

1988-1991

Buyer's Guide Publication; PETALUMA, CA

PRODUCTION *Formerly Buy Lines Publication, (purchased by Leshar Communications in 1988). Design and layout of display ads for direct mail publication, including layout and typesetting of weekly full-page grocery store spread; darkroom manager; staff photographer.*

1988-1991

Buy Lines Publication; PETALUMA, CA

SALES & PRODUCTION *Successful direct mail shopper; started in sales with extensive training in the fundamentals of display ad design; moved into production ~ mostly darkroom, paste-up and rubylith duties to start. Learned design ropes from top professionals working there.*

1987 - 1988

NOTEWORTHY CLIENTS OF TICE ALLISON DESIGN

Barrel Grill ♦ KC's Downtown Grill ♦ Images ♦ Old Downtown Windsor Merchants Association ♦ 6th Street Playhouse
 Lucky Penny Productions ♦ K-Tech Automotive ♦ Party Jump ♦ Patterson's Pub ♦ Lupe's Mexican Diner ♦ Mikel Bryan, P.C.
 Raven Theater ♦ Winter Wine Walk ♦ Moshin Vineyards ♦ Cities of Cloverdale, Petaluma, and Novato

SKILLS AND INTERESTS

Acting (numerous shows on the GK Hardt stage at 6th Street Playhouse, and other venues)
 Cooking ♦ Gardening ♦ Kids ♦ Writing ♦ Photography
 Speak French and German

REFERENCES ~ On request