



**Geoffrey M. Bloom** ☉ [geoff.bloom@gmail.com](mailto:geoff.bloom@gmail.com) ☉ **781.891.1023** ☉ [gbloomdesign.com](http://gbloomdesign.com)

## RELATED EXPERIENCE

### **Graphic Designer - Boston Warehouse, Norwood, MA**

*September 2009 - Present*

Catalog creation and development of new product lines. Produce four deadline driven catalogs per year. Product development projects include custom oven mitts, coasters, metal serving trays, tumblers, stick goods, spreaders, wine charms, and wine glasses that are sold to major retail chains worldwide.

### **Graphic Designer - EH Publishing, Framingham, MA**

*April 2008 - May 2009*

Designed all visual elements and marketing materials for four shows from start to finish: WFX (bi-annual), Robo Development, and Robo Business Conference and Expo. Projects included website development, direct marketing campaigns, show directories, onsite materials, and large scale signage. Served as Expo Photographer for WFX Fall. WFX received Tradeshow Week's Fastest 50 award in Fall 2008.

### **Graphic Designer - That's My Ticket, Medway, MA**

*October 2006 - April 2008*

Sole designer for an officially licensed sport and concert memorabilia company. Designed new company branding. Daily design projects included ticket archive covers, statistics and headlines, custom frames, MLB and NHL approved product development, banner advertisements, sales sheets, and website development. Overall sales doubled with implementation of new designs.

### **Graphic Designer and PrePress Operator - Bowne of Boston, Boston, MA**

*September 2005 - July 2006*

Tasks included designing annual reports, design preparation and alteration, PDF creation, book proofing impositions, preflighting, laser proofing, conventional plate making, film output, proofreading, rush keyboard alterations, and file management transmission, conversion, and retrieval. Clients included: Analog Devices, Columbia, Eaton Vance, Fidelity, The Hartford, MFS, Ritz Carlton, Scudder, and SunLife.

### **Graphic Design Intern - Broad Street Creative Communications Group, Watertown, MA**

*May 2005 - August 2005*

Created designs and illustrations for business proposals, internal designs, and web/print projects for contracted companies. Clients included: Avid, Biogen Idec, Cisco Systems, ESPN, Pfizer, RSA, and Staples.

### **Freelance Designer**

*January 2002 - Present*

Projects include logo creation, text book covers, banner ads, website design, concert posters, wedding and event invitations, stickers, brochures, stationery packages, album art, large format ads, and billboards. Clients include: That's My Ticket, Heinemann Publishing, A Cut Above Tree Care, The Lorelton, LuluLocal.com, Moran Leasing, Vegi Power, and WXPL 91.3FM.

## EDUCATION

### **Fitchburg State College**

*Bachelors of Science Degree in Communication Media/Graphic Design - 2005*

Extra Curricular: DJ and PR manager for WXPL 91.3FM

### **Mount Wachusett Community College**

*Associate's Degree in Graphic Design - 2003*

Extra Curricular/Honors: Dean's List, Honors Club, Who's Who Among Students, Vice President - Future Designers Club, Paid Tutor in Adobe Illustrator and Manual Photo Processes

## SKILLS AND PROGRAMS

- Proficient with both Mac and PC platforms
- Photography and dark room skills
- Wacom Tablet technology
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Image Ready
- Adobe Flash
- Adobe Acrobat Pro
- Adobe Distiller
- QuarkXpress
- Dreamweaver
- MS Office
- HTML
- Java Script
- Video Editing
- Autocad/Cadkey
- Heidelberg Signstation