

STATEMENT OF QUALIFICATION / RELEVANT EXPERIENCE / RESUME

Richard Leon **Creative Director** (*Principal*)

**QUALIFICATIONS
FOR DESIGN
SERVICES**

OBJECTIVE- Work in a team environment as a creative director focusing on meeting the communication and marketing goals of the company employing my service.

EXPERTISE- Design & production of logos/ logotypes, brochures, direct mailer's, annual reports; product brochures; calendars; full color catalogs; corporate identity package; packaging; print advertising; web design and signage systems. Besides contributing to the graphic design needs of the companies I have worked for, I have also provided consulting services for developing short and long range strategic planning and budgeting, image / identity evaluations, print buying and supervision of 4, 5 and 6 color printing, art direction of photography and illustration.

EDUCATION-
1972-75 **Fashion Institute of Technology,**
New York City, Advertising Design, Graphic Design

1975-77 **School of Visual Arts,**
New York City, Graphic Design

EXPERIENCE The following work related experiences reflect design projects completed primarily on a contract or project by project basis.

2003 - PRESENT **Contra Costa Water District -Target Market:** Northern California exposure; public awareness and communications regarding utility service, conservation programs, consumer savings ads, direct mail, web-site designs and employee recognition programs. Print Design, Web Design, Print Management & Supervision.

The District's proposed budget includes the following publications* upon which your proposal should be based. The contract is based on a final delivered cost for each of the publications according to specifications below (see enclosed samples). Your proposal should be based on the cost to deliver the following.

- Three issues of ON TAP newsletter – 160,000 copies each. Delivery to two locations. Estimate three scans for each issue.
- One Annual Report – 2,500 copies. Delivery to one location. Estimate 25 scans ranging in size from 2"x3" to 10"x13". Include two days of art direction/photo supervision.

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- Two bill inserts – 60,000 copies each. Delivery to one location.
Estimate 2 scans for each bill insert.
- One Annual Water Quality Report – 200,000 copies.
Delivery to two locations. Estimate 6 scans.
- One Canal Safety Brochure – 50,000 copies. Must be specially bundled for individual class sizes and delivery to schools. (Color copies are enclosed. Original was on #60 lb. white coated stock. Estimate price for the coated stock.) Include estimated costs for similar illustrations.
- One Water Conservation Annual Report – 1,000 copies. Delivery to one location.
Estimate 15 scans, one map, two charts.

QUALIFICATIONS FOR DESIGN SERVICES

- 2000-01 California Water Awareness Campaign - Target Client Base: State of California's Water Agencies
Project: Design & Production of State of California Water Awareness Poster; responsible for concept design, art direction of photography, final layout and production for 5 color printing.
- 2000-01 Sonoma County Water Agency - Target Market: Congressional Audience for Funding Water Distribution, Water Reclamation and Water Conservation Programs.
Project: Develop a strong visual design presentation to impact a congressional committee responsible for awarding funds for projects ranging from \$2 million to \$30 million dollars. Designed & produced a 5 color six panel brochure with new photos to illustrate current perspectives for content presentation; provided art direction, project management and print supervision through to completion.
- 1984 - PRESENT East Bay Municipal Utility District -Target Market: Northern California exposure; public awareness and communications regarding utility service, conservation programs, consumer savings ads, direct mail, web-site designs and employee recognition programs.
Project: Annual Water Quality Report - Target Market: 504,000 Customers; Design & Produce Federal & California State mandated Water Quality Report for consumers served within each water District. This award winning report set a standard for all water agencies in Northern California. Responsibilities included concept design, full presentation to several committees, art direction and print supervision.
Project: Design & produced **Annual Reports** from 1989-1999; responsible for art direction of photography and illustrations, design concept, art production, and print supervision; winner of a number of regional & international awards; PRSA Compass Award, iABC Silver Six Award, IABC Bay Area BestAward, Arts & Communication International Mercury Award, etc.

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Project: 1990 Operating Report for Wastewater - Design & production of revised format, creating greater visual impact and increase audience readership.

Project: Water Conservation and Awareness Program throughout the East Bay- Implementation & development of "The Love to Save Water" bumper sticker, window hanging signs, refrigerator magnets to be distributed to consumers to create a high awareness for residential water conservation.

Project: Employee Recognition Program - formulate an overall identity for the "Recognizing Excellence" program; nomination form, certificates, plaques for Employee of the Year and Employee of the Quarter; design & produce a periodical describing the goals of this program for internal distribution,

Project: Design & produced "All About EBMUD" full color publication responsible for art direction of photography and illustrations, design concept, art production, print supervision, color separations, Photoshop retouching of cover photos,

Project: Design & produced "75th Year Publication and Poster"; responsible for art direction of photography and illustrations, design concept, art production, print supervision, color separations, Photoshop retouching of all photos,

1989-2006

Schools of the Sacred Heart -Target Market: Families of Northern California and families targeting the Bay Area for relocation; creating outreach awareness brochures for new markets, maintaining communication with alum's and parents, and development of direct marketing fund-raising programs.

Project: Design & produced Annual Reports from 1989-1999; responsible for art direction of photography and illustrations, design concept, art production, and print supervision.

Project: Launch capital campaign project to raise \$4.5 million for a new gym and a "Salary Endowment Fund," Created the "Campaign for Balanced Excellence" logo and all other publications for this project; initial offering, newsletters, direct mail, ads

Project: Design & produced full color brochures promoting the elementary school, the high school and the Stuart Hall for Boys School.

Project: "Flood Mansion Building" informational multiple purpose full color brochure; designed as a leave behind and can be used as a direct mail piece.

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Project: Design & produced “Memorial Gifts” fund raising direct marketing brochure; responsible for illustrations, design concept, art production, and print supervision.

Project: Launch 2nd capital campaign project for Science Building, New High School and Endowment Program. responsibilities include new HighSchool Logo, Direct Mail Campaign, Campaign Updates.

Project: Design & Produce Quarterly News Magazine; The Broadway Bulletin; Full Color Multiple Page (48 - 64 page) publication. Manage Creative/Art Direction

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1989-PRESENT

DM Figley, Inc. - Target Market: General Contractors, Architectural Firms, Property Owners, Builders, Waterproofing Companies

Project: Corporate Identity Brochure, Corporate Logo, Product Catalog & WebSite Development
Quarterly Newsletter, T-Shirt Promotional Design & Production.

Purpose: Impact existing as well as new markets for distribution of their industrial and commercial sealants throughout Northern California.

Design concept, art direction of photography, print & project supervision.

1994-1998

BiosPacific - Target Market: International Distribution of Pharmaceutical Products;

Project: Identity package and industry catalog design and production; supervising all aspects of art direction, design, illustrations and printing of a 5 color catalog; establishing an industry standard for catalog design.

1995-1997

DeMuth Tile Inc. -Target Market: International Distribution of Hand Painted Tiles;

Design & produce Logotype and a Full Color 28 page catalog featuring 585 hand painted tiles; Tiles were scanned on a desktop scanner and color matched using Photoshop to within 95% of color accuracy and details,

1994-1995

The Bristol Group -Target Market: Unix Software Developer

Project: Establish consistent logo treatment; Design & production of a single package design software products; developed custom shipping / packaging for 4 individual products.

1992-1993

City of San Jose Office of Redevelopment

Project: Marketing Communications Outreach Program to enroll recycling/ remanufacturing businesses in the United States to relocate to the City of San Jose. Responsibilities included the development of an image concept brochure that communicated the efforts of the City of San Jose to provide an optimal location for this type of growth industry; assignment encompass pass art direction of photography and illustrations, design concept, art production, and full color process print supervision;

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- 1989-1995 **Pacific Storage Properties** -Target Market: Northern California, Oregon, and Nevada; Self Storage Facility Managers and Owners
Project: Identity Package Logo, Brochure, Flyers, Presentation Folder and Menu Cards
Purpose: Impact the marketplace with new identity, specializing in self storage, evaluation of market value, the buying and selling of facilities, and structuring internal management systems to assist owners with the running of their facility.
- 1989-1994 **The London, Perret, Rouche Group. inc.** - Target Market: International Upper Management Consultants for Fortune Five Hundred Companies.
Project: Design, Produce & Maintain Corporate Identity Package; Continuous utilization of their identity marked the cornerstone of their marketing efforts. LPR relied heavily on the value and impact of name recognition when it came to marketing their services to these companies.
- 1989-Present **Times-Up Termite, Inc.** -Target Market: East Bay Residential Homes
Project: Identity Package Logo, Brochure, Mailer's, Rolodex and Remainder Cards
Consulted on company name & slogan
Purpose: Impact the marketplace with new identity and services, building a reputation on being quality, no nonsense, on-time, professional, termite company.
- 1989-1990 **City of Sunnyvale** - Target Market: Community unity of Sunnyvale and immediate surrounding communities.
Project: Sunnyvale Water Pollution Control Plant Brochure
Purpose: Create an informational full color brochure that would translate in laymen terms the functions of their water pollution control plant and how it benefits the community.
- 1988-1993 **Ion Systems, Inc.** - Target Market: Silicon Valley/ Clean Rooms
Project: Image campaign Four-color ads and product sheets
- 1987-1993 **City of San Jose- Mayor's Office & Environmental Services Department**
Target Market: City of San Jose and major cities throughout the Bay Area.
Project: Design and produce City of San Jose calendars for the years of 1988, 1989, and 1990.
Results: Each calendar illustrated the progressive growth of the city. We wanted to convey the "Big City" image with photographs featuring the completion of major building projects for that year.
Environmental Services Department: Year-long contract to design & produce 12 booklets and several brochures illustrating and promoting environmental guidelines for the implementation of cost cutting measures towards industry.
- 1985-1989 **Cable Oakland** -
Target Market: Paid Cable Services throughout the City of Oakland & Piedmont.
Projects: Direct mail, advertising, sales promotional packages for local cable markets.

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1982-1984 Equitec Financial Group, Inc. -
Target Market: Financial services in the form of limited partnerships, equipment leases,
IRAs, Keogh plans, mutual funds
Projects: Nationwide distribution; promotional materials used by broker dealers
marketing financial services; national advertising campaign to introduce limited
partnerships to the retail market.

1982-1983 Pacific Bell - **Target Market:** California **Project:** Design & produce informational brochures
that corresponded to several Multi-media presentations & direct mailers.

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1981-1989 Wadsworth Publishing Company, Inc. - **Target Market:** Nationwide distribution of marketing
materials to high schools and colleges regarding the use of textbooks – design and produced
by Wadsworth. **Projects:** Two & four color direct mail and direct marketing packages;
ongoing utilization of marketing materials for sales support and staff.

1981-1984 Allen & Dorward - Foote, Cone & Belding Honig, Inc. - Ogilvy & Mather -
Advertising Agencies - Projects range from print production for Ad Campaigns – layout &
design of 4 color catalogs and mailer's. **Clients:** Pacific Telesis, Bumble Bee Tuna, Mizuno,
Arneson PoolSweep, Billy Ball, Hewlett Packard, California Bank, Crocker Bank, Eastman
Aluminum Baseball Bats, San Francisco Giants, & Cutter Labs.

1980-1981 **Corporate Graphics** - Layout & Production of Corporate Annual Reports for major
Bay Area companies. Crocker Bank, Pacific Bell, California Bank Cummings Insurance

1977-1980 **Pulp & Paper Magazine** - Layout & Production monthly Magazine.

STATEMENT OF QUALIFICATION / PROPOSAL CONTENT/ REFERENCES

3. References (name, title, organization, telephone number) attesting to the Consultant's experience in performing work substantially similar to the services covered by this RFQ/RFP.

**QUALIFICATIONS
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REFERENCES FOR RICHARD LEON

NAME: JEFF BECERRA

TITLE: PUBLIC INFORMATION OFFICER

ORGANIZATION: EAST BAY MUNICIPAL UTILITY DISTRICT

TELEPHONE#: 510.287.0143

NAME: GINA OLTMAN

TITLE: COMMUNICATIONS COORDINATOR

ORGANIZATION: CONTRA COSTA WATER DISTRICT

TELEPHONE#: 415.929.7982

NAME: JANET DIGIOIA

TITLE: PRESIDENT OF OPERATIONS / DIRECTOR OF COMMUNICATION

ORGANIZATION: D.M.FIGLEY

TELEPHONE#: 650.329.8700

NAME: JOHN INGRAM

TITLE: PHOTOGRAPHY PROGRAM MANAGER | CORPORATE COMMUNICATIONS

ORGANIZATION: JACOBS

TELEPHONE#: 817.735.6278

STATEMENT OF QUALIFICATION / PROPOSAL CONTENT / DETAILED BUDGET

9. A detailed project task budget, in substantially the form included as Appendix C-2, including hours and costs by task and personnel, for Tasks 1, 2, 3 and 4 of Appendix A

The following is a list of services provided for EBMUD's annual report:

Project: EBMUD Annual Report / 16 pages plus cover,

Preliminary Design Presentation, Revisions and Refinements

Includes design roughs for internal layout, cover, main text, financial pages and General Manager's letter

Further Refinements & Comprehensive

color mock-ups Includes full-scale color comps of the report cover, a spread of the main text, the two-page General Manager's letter, one page of main annual report financials and one page of financial annual report financials

Art Direction, Photo Selection and Research

Includes art direction of up to 14 photographs and consultation on choice of all images to be used.

Photoshop

Includes 14 hours of Photoshop corrections to 16 scanned photos

Layout and Typesetting

(includes 6 rounds of author's corrections + 4 rounds of financials)

Final Comprehensive Presentation

Layout for final book and final execution of a blended imagery cover

Black and White Prototype for Proofing

Includes production of black and white laser proofs for the near-final book for proofing by EBMUD staff (3 a d d i t i o n a l B & W p r o o f s)

Eleven charts and One Map Preparation

Low-Res Scans + Additional Service Charge (Downloads)

Includes low-res scans of all photos for proofing and placement

Full Color Prototype

Color dummy of entire publication

Production of final digital art for printer

Includes production of final print-ready digital art for entire book, with hi-res scans placed in layout

Printer's Proofs and Press Checking

Includes proofing of printer's proof and on-site checking of the final book

Scheduling, Conference Time and Consultation

Scheduling, budgeting, production management and specifications for vendors

Messenger Service Includes 20 messenger trips @ \$20 each

PDF File Includes providing PDF file of the entire main annual report for placement on District's Web site

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