

Anthony Bloch

Illustration
225 E 79 St.
United States

View the full portfolio at <http://www.thecreativefinder.com/antho1>

Professional Experience and Curriculum Vitae

I am a commercial artist, specializing in logo design, custom lettering and typography, and graphic design for business cards, and all other forms of corporate identity, developing brands, packaging, book covers, and so on, all with strong custom graphics. I approach hand lettering, logo design and illustration with a combination of spontaneity and control. I use various techniques and design elements, from calligraphic to geometric, from lettering to typography, alphabet to image, so as to balance the function of the art, the needs of the client.

I do not limit myself to one style.. Rather, my approach to design is one of variety, to explore the most appropriate solutions, as per initial client briefing. This can indicate a very specific area, as in the refinement and upgrading of a particular logo, or, on the other hand the initial sketches could require a wide range of different solutions to a design problem. The direction that ends up getting chosen by my client may be rough edged, or smooth and sensual, organic or geometric in appearance. Of course, it may be based on imagery rather than letterforms, in the case of an image based logotype, or a line art illustration. Occasionally, more than one style, and/or several design elements may be combined, where appropriate.

My artwork almost always starts out hand-drawn, using pens, brushes, or pencils, before being scanned into the computer. Whether I use hand drawing, digital drawing with Bezier curves, or the various colors, filters, and effects available in Illustrator and Photoshop, my goal is to create a graphic that is both original and effective, in communicating what the client desires.

Previous Clientele

- Victoria's Secret Beauty • Campbell's Foods • Microsoft / Xbox • Burton Snowboards
- Time Inc. • VSP Vision Care • Hain Foods • Spotco • AKA • Bloomingdales • Tavern on the Green Restaurant • B. Dalton Books • The New York Times

Awards and Accolades

Anthony Bloch,
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portfolio site: <http://www.anthonyblochdesign.com> LinkedIn:
<http://www.linkedin.com/pub/anthony-bloch/1/44b/116>

QUALIFICATIONS

- Experienced lettering artist • Brand design expert
- Creative type treatments • Packaging designer
- Excellent logo designer • Creative illustration style
- Custom typeface designer • Typography specialist

SOFTWARE APPLICATIONS

Adobe Illustrator, Photoshop, InDesign, Dreamweaver, and FontLab

WORK HISTORY

Graphic designer, freelance. Specialize in lettering, branding, typography and illustration

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ANTHONY BLOCH
LETTERING, DESIGN, & BRANDING



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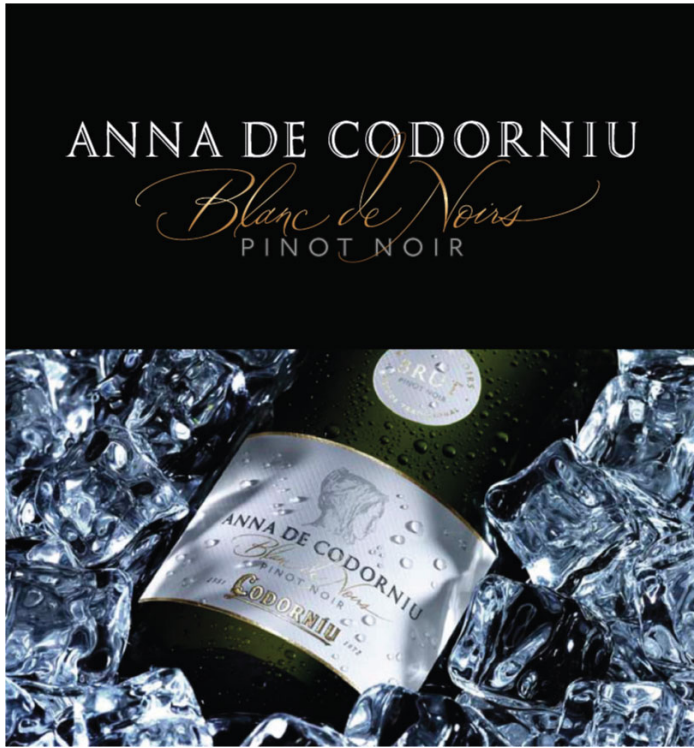
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Well &
Good



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