

WILFERD GUENTHOER

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Contract Graphic Designer

4/2016 - 8/2016

TheHomeMag; *Irvine, California*

- Designed print ads, web banners and marketing collateral.
- Laid out monthly issue of TheHomeMag North Orange County, TheHomeMag South Orange County, TheHomeMag Riverside, TheHomeMag San Diego, HomeImprovement North Orange County, and HomeImproved South Orange County.
- Maintained content on THMSoCal.com and THMToolBox.com.
- Responsible for daily correspondence and deliverable follow-up with clients to ensure quality and efficiency.

President

1/2015 - 3/2016

StudioC4; *North Hollywood, California*

- Produced and distributed a diverse network of entertainment programming. Our content was created using the latest techniques and technologies in virtual reality, live broadcasting, haptics, gaming, UX/UI, photography, digital publishing, digital cinema, paid membership sites, web applications, mobile, social media and digital rights management.
- Runner-up startup dba MollieVR at VR Demo Day on July 13th, 2015, hosted by UploadVR.

Art Director and Photographer

11/2012- 1/2014 | 1/2014 - current (freelance)

LFP Inc. — Hustler Magazine; *Beverly Hills, California*

- Conceptualized, designed, and laid out monthly issue which included the cover, editorial features, Bits & Pieces section, parody advertisement, Hustler Honey photo sets, Hustler Video photo sets, Hustler Classic photo sets, coming soon section, in-house ads, and personal projects for Larry Flynt and Liz Flynt.
- Pitched covers, centerfolds and Hustler Honey photo sets directly to Larry Flynt for approval.
- Directed and photographed covers, photo sets, events, and editorial features including the 40th Anniversary Issue cover.
- Developed and managed relationships with photographers, modeling agencies, studios, public relations firms, managers, and models to collect photo sets and editorial content.
- Collaborated with vice president of publishing, editor-in-chief, research director and production director to determine pagination, cover lines, production deliverables and deadlines.
- Provided digital publishing UX/UI consultation to the vice president of publishing, vice president of internet, editor-in-chief and product developers.
- Updated the design style and layout elements for a modern, contemporary presentation that effectively connected with readers.
- Hired, trained and managed the associate art director as well as freelance contractors.
- Created digital markups for all photo sets in preparation for retouching. Performed additional final image retouching.

Graphics Manager

3/2011 - 1/2012

WDM Group (Now BizClik); *Carlsbad, California*

- Hired, trained, and managed a team of 7 magazine production designers, ad designers and client care staff to produce a total of 17 monthly publications that represented more than 14 industry sectors on 6 continents.
- Conceptualized, designed, and laid out monthly issue of Business Review Canada which included company reports, editorial features, and brochures. Each issue contained more than 400 pages of content.

Lead Designer

2/2009 - 8/2010

The Reverse Review; *Rancho Bernardo, California*

- Laid out the monthly issue which included a note from the publisher, contributors section, industry reports and editorial features.
- Designed print ads and web banners for advertisers and in-house ads.

Art Director

2009 - 2010

Ultimate Practice; *San Marcos, California*

- Designed and managed distribution of all print, web, marketing collateral and trade show booths.
- Represented and sold company products at chiropractic trade shows, conferences, and health fairs.

Lead Interactive Web and Graphic Designer

9/2007 - 11/2008

Mana Brand Marketing; *Hilo, Hawaii*

- Designed logos, print ads, web banners, magazines, marketing collateral, and websites for real estate, retail and financial clients.
- Responsible for daily correspondence and deliverable follow-up with clients to ensure quality and efficiency.