

**ALAN
TSUKASA
STONEBRAKER**

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OBJECTIVE To provide creative solutions in the space where design, illustration, science, and publishing meet.

EMPLOYMENT **Freelance Designer/Illustrator**

HISTORY STONEBRAKER DESIGN WORKS

MAY 2005 TO PRESENT

- Create elegant and effective visual communication—for all ages and backgrounds—through illustration, graphic design, and photography.
- Consult on the development of information graphics, documents and scientific figures.
- Develop branding and identity for clients, and create a family of products that reflect a consistent image.
- Current clients include *Science Magazine*, *Highlights Magazine*, and *NetContinuum*.

2003 TO 2005

International Design Manager, Marketing

UTSTARCOM, INC. (UTSI)

- Created and ongoingly managed the first International Design Department for a multi-billion dollar telecommunications company with over 7,000 employees.
- Developed a family of collateral templates—datasheets, brochures, user manuals, and advertisements—reducing time and money spent on outsourcing work, as well as dramatically shortening the Design Department's production cycle for new materials. We designed and produced over 50 separate pieces of printed collateral—a total of about 50,000 printed pieces—in one month.
- Developed and implemented UTSI corporate identity for printed and online/web (PDF) collateral.
- Expanded and enforced international corporate style and branding guidelines for advertisements, tradeshow properties, and product packaging. Presented this corporate initiative to marketing teams in Tokyo, Japan, and Beijing and Hangzhou, China.
- Led team designing phone handset packaging for international markets including directing photography, art, and copy editing. This was a vast improvement over the 10,000 plain white boxes previously shipping each month to clients.

1999-2003

Art Director, Science Magazine

AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE (AAAS)

- Oversaw visual presentation of a weekly full-color international scientific journal, each issue averaging 200 pages. Collaborated with Production department to oversee prepress for both print and online issues.
- Supervised a department of 12 employees and coordinated assignments with an average of 50 freelance photographers, illustrators and designers a month, while keeping within budget.
- From rough sketches and ideas, conceptualized illustrations, scientific figures and information graphics. Collaborated with over 100 scientists a month to get their ideas visualized into print.
- Designed and art directed 36 covers of *Science*.
- Planned the design schedule and assignments for special research and news packages in *Science*.
- Developed standards for digital video production and other electronic content for *Science Online*.
- Acted as resource for file and workflow troubleshooting for departments within *Science*.

1998-1999

Computer Specialist/Multimedia, Project 2061

AAAS

- Produced interactive electronic products for an international, K-12 science education reform project.
- Authored cross-platform, Macromedia Shockwave pieces to showcase software developed by the Project, both for the Web and for CD-ROM.
- Produced and edited video, photography, graphics, and copy for Project assignments.
- Instrumental in receiving Hewlett-Packard educational research grant of \$50,000 for computer equipment.

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1997-1998

Senior Imaging Specialist, Confocal Microscopy & 3-D Imaging Facility

STATE UNIVERSITY OF NEW YORK (SUNY) AT BUFFALO SCHOOL OF MEDICINE

- Managed a \$2 million biological imaging center, with over 300 clients annually.
- Assisted scientists in data visualization, using 3-D drawing, multimedia, video imaging, and illustration software for PC, Macintosh, and Silicon Graphics (UNIX) workstations.
- Instructed clients in the use of imaging equipment including confocal laser microscopes, molecular imagers, scanners, 35mm slidemakers, video capture/editing equipment, and printers.
- Developed and managed budget, maintained financial records of the laboratory, and collected fees from users of the laboratory.

1996-97

Design Editor, Dragonfly Magazine

NATIONAL SCIENCE TEACHERS ASSOCIATION (NSTA)

- Designed issues and illustrated covers during the premiere year of this award-winning, national 4-color magazine for children.
- Created illustrations to explain scientific concepts to third- through sixth-graders.
- Directed illustration and photography for each issue.
- Served as a primary computer software troubleshooter within the organization.

1989-92

Exhibit Technician/Staff Photographer, Exhibit Central

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION (M-NCPPC)

- Assisted in planning and construction of nature exhibits, requiring knowledge in basic carpentry, stained glass, copper leaf fabrication, molds and casts of native plants, taxidermy repair, woodcarving and stone masonry.
- Extensive work in traditional pasteup/layout and design of park maps, brochures, logos, and posters.
- Generated stock photos of park scenery and "people using the parks," requiring working knowledge of an area covering 650 square miles, as well as for the archaeology department.
- Developed and implemented a computer-based database to organize over 5,000 photographs, negatives and slides; rehoused the materials into archival storage.

EDUCATION

School of Medicine, SUNY at Buffalo, M.A. in Anatomy/Medical Illustration, 1995.

New College of Florida, B.A., Art as Applied to Science, 1990.

SOFTWARE

Extensive experience in cross-platform work, including the following programs:

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|-------------------|--------------------------|-----------------------|
| • QuarkXPress | • Adobe Illustrator | • Adobe Photoshop |
| • Adobe Acrobat | • Adobe InDesign | • Macromedia FreeHand |
| • Adobe PageMaker | • Macromedia Dreamweaver | • CorelDraw |

PUBLICATIONS AND
LECTURES

Lecturer on *Visualizing Science* and *Multimedia*, at the International Conference on Scientific Electronic Publishing in Developing Countries (ICSEP), Pontificia Universidad Católica de Valparaíso, Chile. January 14-15, 2004.

Vegan Starter Guide, April 2003. In 2nd printing. A 28-page booklet designed and produced for *Friends of Animals*.

Science Magazine, August 6, 1999 to present (over 160 issues)

The Preparation of Stereoscopic 3D Illustrations of Confocal Data Sets for Publications and Slides (Chapter 22).

Gabriel G. Martins, Alan T. Stonebraker, and Robert G. Summers. 1998. *Methods in Cell Biology*, vol. 122: Confocal Microscopy Methods and Protocols. S. Paddock, ed. New Jersey: Humana Press Inc.

Dragonfly Magazine, April 1996 to April 1997.

AWARDS

Best Booth Award given to UTStarcom, Inc., SUPERCMM Tradeshow, Chicago, IL, June 2004.

Edpress Award, *Dragonfly Magazine* for "Overall Excellence in a Theme-based Magazine," November/December 1996 issue.