

Lee Tomka

1412 252nd Street
Harbor City CA 90710
leegraphicartist@hotmail.com
Cell: 714-714-3915
leesphotostudio.com

Qualifications summary:

- As a driven professional with a passion for photographic excellence, I bring over 30 years of practical knowledge in the printing industry. My expertise extends to the following areas:
- Color Management:
- Developed streamlined procedures for directly shooting into Lightroom, ensuring consistent color across all projects.
- Defined precise color profiles for cataloged Voodoo Tactical Gear within Lightroom.
- Software Proficiency:
- Proficient in Photoshop, leveraging its powerful tools for image editing and enhancement.
- Skilled in InDesign, creating visually appealing layouts for print materials.
- Adept with Adobe Acrobat, ensuring seamless document preparation and distribution.

Work Experience:

Creative Services Manager, Photographer

May 2008 – Feb 2025

Major Surplus and Survival - Gardena, CA

Established new photographic style for all images produced in house. Created and refined color profile for our digital camera, reshooting thousands of images that have inadequate dpi. Color corrected images are now assigned appropriate color profile and filed by product number into image library. Restructured majorsurplus.com and developed procedures for updating and placing of new products. Writing copy for all new products and updating outdated material.

Personally developed a new design for all catalogs produced by Major Surplus/Voodoo Tactical. Established a design production schedule for quarterly retail catalogs, as well as Tactical and Wholesale catalogs. Initiated a marketing strategy for quarterly retail catalogs to increase customer base. Compiled mailing lists (200,000) for retail catalogs coordinating “in home” delivery and email blasts in addition to tracking responses of these quarterly mailings using Excel. Created written procedures for the conversion of all QuarkXPress documents to Adobe InDesign CS2/CS4. Negotiated print contracts for catalogs and other marketing materials significantly reducing printing costs on all catalogs the first year.

Contractor – Creative Services

January 2003 - June 2006

PMI (*Delta Dental*) - Cerritos, CA

Initially hired for 6 month project to convert Enrollee EOC's from MS Word to InDesignCS for output on a DocuTech printer. Instrumental in guiding a team, which presented an alternate method of printing EOC's and SOL's by exporting directly to PDF. This proposal was accepted by PMI and saved hundreds of hours of formatting with Adobe InDesign. My contract was expanded to include new responsibilities, such as the designing of collateral materials for the rollout of the national “Passport” plan and the national rebranding

of DeltaCare to DeltaCare USA. Also responsible for designing training and promotional materials for open enrollment presentations and internal training. Converted marketing materials originally designed using the Macintosh platform, for use with Adobe InDesign on a PC based platform.

Generated state and group specific provider lists from proprietary software created by PMI. Exported provider lists from proprietary software to Excel. Prepared Excel file for import into Adobe InDesign. Generated mail merges on an as-needed basis.

Senior Graphic Designer

January 1999 - October 2002

CARS-Net - Placentia, CA

Reduced printing costs by creating fifth blacks for direct mail pieces. Scheduled mail to drop seven to ten days before sale. Compiled the mailing list limiting the recipients to head of household within a 17 mile radius of sale. Responsible for developing and designing all car sale promotions which included, direct mail, newspaper advertisements, banners, posters and take ones. Worked extensively with the upper management of several Credit Unions and reported directly to the owners of Cars-net. Designed, coordinated, and scheduled all marketing for the sales including, prepping files for press, booking press time, reserving ad space in local newspapers and proofing all materials with the local Credit Union via E-mail.

General Manager

February 1993 - February 1999

NBD Marketing - Orange, CA

Rapidly promoted to General Manager within the first year. Scheduled and proofread all business furniture catalogs and collateral material for publication. Obtained approval from national furniture manufactures regarding retail prices, images, and product information. Created written procedures for the preparation of catalogs for publication. Managed art department with three staff designers and two freelance personnel. Developed image retrieval system for scanned transparencies.

Developed pricing and marketing strategy.

References upon request

Online Portfolio: <https://leesphotostudio.com>