

Bruce G. Mills - Principal

Summary of Experience:

- Ten years as independent provider of creative, marketing, information/graphic design, illustration, development and cross-media publication expertise to local, national and international publishers, manufacturers and systems developers.
- Ten years managing development and marketing of digital imaging and electronic publishing products and software.
- Five years corporate identity and marketing communications management in the personal computer industry.
- Seven years creative direction and production management in print and multi-media.
- Three years art direction and production management in instructional media.

Positions Held:

- Design, development, marketing services contractor
- VP. Marketing
- VP. Product Marketing
- Sr. Product Manager
- Product Manager
- Exec. Producer/VP. Production
- Marketing Communications Manager
- Art/Creative Director
- Illustrator
- Graphic/Web Designer
- Web Component Developer
- Technical Writer

Areas of Expertise:

- Business planning
- Product marketing
- Marketing communications
- Product and corporate identity
- Structured information design
- Presentation & media development
- Advertising and promotional programs and components
- Content development and management
- Web architecture, content and component development
- CSS, Flash-AS2, JavaScript-AJAX/JQuery, FileMaker Pro, MySQL, PHP-Zend, XML/XHTML/XSLT
- Cross-media publishing
- Graphic & UI design
- Illustration, digital imaging and photography
- Print/PDF design and production
- Copy writing
- Product/user documentation and training materials
- Project, print and publication management

Education:

- Executive MBA , Golden Gate University, San Francisco, CA
- BA Fine Arts, Virginia Polytechnic Institute, Blacksburg, VA

Bruce G. Mills

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