



NICHOLAS DOBSON

SENIOR PRODUCTION DESIGNER

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PROFESSIONAL SUMMARY

Senior Production Designer with extensive experience in print and digital production, data-driven publishing, and creative operations. Detail-oriented problem solver known for improving workflows, managing complex production requirements, collaborating across teams, and delivering accurate, polished work across demanding projects and tight deadlines.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | Senior Production Designer
Ferguson - Own Brand Lighting: Minka, Millennium, RP

Feb 2020 - Present
Corona, CA

- Produce and maintain large-scale product catalogs, specification sheets, price books, sales materials, and digital assets across multiple lighting brands.
- Develop data-driven publishing workflows using Adobe InDesign, EasyCatalog, and Excel to automate repetitive production and improve consistency.
- Manage complex product data, imagery, typography, pagination, and technical information across hundreds of SKUs and multi-hundred-page publications.
- Partner with marketing, sales, product development, and external print vendors to deliver accurate materials under overlapping deadlines.
- Create presentation decks, web content, tradeshow displays, signage, and promotional assets to support both internal teams & customers.
- Identify production inefficiencies and develop practical solutions that reduce manual work, improve accuracy, and save time.

Lead Graphic Designer
Garmon Corp. - NaturVet, VetClassics, Healthy Solutions

Feb 2017 - Feb 2020
Temecula, CA

- Designed and produced marketing materials including magazines, web ads, packaging, trade show displays, tri-folds, and product assets
- Created product containers in 3D and developed systems to improve efficiency and reduce mockup time.
- Produced training and educational videos and supported internal and external sales efforts.
- Owned projects from concept through final production, consistently meeting tight deadlines.

Sign Designer
Signs of Seattle

June 2014 - Jan 2017
Seattle, WA

- Designed and produced lobby signs, building signage, vehicle wraps, banners, and other large-format graphics.
- Prepared city permit drawings and managed all aspects of sign projects from concept to installation.
- Worked with customers and installers to ensure accuracy, quality, and on-time delivery.

TECHNICAL SKILLS

Creative Production
Data-Driven Publishing
Presentation Design
Web Production
Motion & 3D

Adobe InDesign, Illustrator, Photoshop, Acrobat; page layout, image editing, vector graphics, print production and prepress.
EasyCatalog, Microsoft Excel; automated document production, variable content, data organization, and workflow automation.
Microsoft PowerPoint; presentation design, template development, formatting and production.
WordPress, Elementor, HTML/CSS; responsive page design, content management and site maintenance.
Adobe After Effects, Blender; motion graphics, animation and 3D visualization

CORE STRENGTHS

- Detail-oriented production & quality control
 - Workflow optimization & problem solving
- Complex project & deadline management
 - Layout, typography & visual organization
- Clear communication & teamwork
 - Independent execution & strong follow-through

EDUCATION & ADDITIONAL EXPERIENCE

Bachelor of Fine Arts (B.F.A.)
Graphic Design Concentration
Art History Minor
Central Michigan University | 2014

Additional Experience
Computer Support Tech, Central Michigan University (2010–2014)
Page Designer, Central Michigan Life (2010–2011)