

## EXPERIENCE

### PRODUCTION MANAGER/OWNER

#### **Publishers Tech • State College, PA; 5/90-present**

Design shop offering print & electronic services as well as consulting.

**Accomplishments:** Business tripled from year one to year three. Designed and implemented page layout and production sequence for *Pennsylvania Business Central* (regional business tabloid). Work with publishers, editorial, advertising, marketing and design staffs as well as technicians to assemble the most attractive & cost-effective print and electronic media products — from large full-color catalogs for international companies to local WWW on-line sites. Clients include Coleman Folding Trailers, Airwalk and Girlstar shoes, Acuson/Sound Technology, Lion Country Supply, New Day Films, Murphy/Carpenter Communications, US Agency, and many others.

(Visit: <http://www.pubtec.com>)

### DESIGNER/PARTNER

#### **Centre Of the Web (C.O.W.) • State College, PA; 6/97-present**

Internet Development Company creating advanced solutions for businesses on the Internet. **Accomplishments:** Took lead role creating PA State Ben Franklin Technology Partnership proposal to develop an Internet-based television information product: WebBarker.™ Developed strategic partnerships with local technology venture capitalist firm to improve market research and coordinate beta test programs. Lead designer on many corporate information and e-commerce sites. Work with clients and programmers to develop unique solutions to client needs.

### PRODUCTION DIRECTOR

#### **Casiano Communications • San Juan, P.R.; 1/88-8/89**

Head of production operations for the largest Hispanic publisher in the United States (\$10 million in 1989). Position reported directly to Manuel A. Casiano, owner/publisher. Responsibilities included direct supervision of \$3 million production budget, 25 production employees, generating eight monthly editions of four publications — largest circulation being 250,000, (220-pp. avg. issue, 4-color throughout). All aspects of prepress, up to final composite film, done in-house. **Accomplishments:** Total redesign and refurbishing of existing production plant without interrupting work flow; total rescheduling of employee hours leading to 36% productivity increase and overall reduction in overtime hours (and no new employees hired); nearly 10% savings in printing costs through better product preparation and contract negotiations. Product line increased from five to eight publications monthly and one annual directory during my administration. Developed three-year plan to replace existing PC-network-based editorial typesetting system with Macintosh/Hell/Linotronic CEPS.

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## EXPERIENCE (CONTINUED)

### PRODUCTION MANAGER/OWNER

**Star Maker** • State College, PA; 1/84-1/88

Founder and owner-operator of printing brokerage/prepress house specializing in design and typography for a broad range of clients. **Accomplishments:** Business grew steadily for four years, competing successfully with two daily papers and four commercial print shops offering similar services; established local reputation as technological leader in the field.

### PRODUCTION SUPERVISOR

**Collegian Inc.** • University Park, PA; 9/81-1/84

Created and supervised in-house division to handle commercial design, typography and production using existing resources of daily broadsheet. **Accomplishments:** New division generated a profitable \$70,000 revenue its first full year in operation with only one part-time staffer added to existing payroll; developed all systems and formats for handling client jobs as priorities apart from the paper's normal functioning.

### PRODUCTION MANAGER

**University Press** • SUNYAB, Buffalo, NY; 1/76-12/80

Supervised not-for-profit design/typography studio with both university and outside clients. **Accomplishments:** Trimmed staff, shuffled schedules, increased advertising and moved U.P. into the black for the first time in eight years.

### AUTOMOTIVE TECHNICIAN

**Buick, Chrysler, Chevy;** 8/70-12/75

Summer and part-time employment throughout my college years. **Accomplishments:** Certified "A" line mechanic; learned how get my hands non-trivially dirty.

## SKILLS

Typographic design, catalog, periodical & advertising layout/design/paste-up; camera & stripping; color separations; personnel management; offset press configurations/considerations; budgeting/accounting/inventory; facilities planning; IBM PC hard/software; Mac software; HTML; functionally bilingual (Spanish).

## EDUCATION

B.S. program in Industrial Arts Education, SUNY Oswego; 9/73-12/75;

New York State Regents Scholarship

Mechanical Engineering at The Cooper Union, NY, NY; 9/70-5/72; full scholarship

Brooklyn Preparatory H.S., Brooklyn, NY; 9/66-5/70; Honors Program (4 years),

National Merit Finalist, Spanish Language Award, 4 years in BP-ETV

— Assistant Studio Manager, Senior year

## PERSONAL

Date of Birth: April 2, 1952.

Joyously married since 1983; one son, born Nov., 1987.

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