

SUMMARY

Technology consultant, designer, cross-functional studio process, systems and information architect with expert-level Mac studio skills and management experience.

SPECIALITIES

Innovative technology and creative services professional familiar with UCD principles
Expert-level Mac computer artist and studio manager with over 17 years industry experience

PROFESSIONAL EXPERIENCE

Creative Services Technology Consultant / Information Architect

Craig GordonVaughn | thumboverthemoon - 2009-Present

Providing process, workflow and technology consulting, print and interactive design/production, advanced image editing/composition, infographics and information architecture.

- **Brand Identity and Mobile Site Design** - Identity re-design, collateral, mobile site IA
- **Project Management and Virtual Collaboration App Assessment** - Evaluation and assessment of online tools for independent design firm / multi-disciplinary teams.

CLIENT LIST: 9 DOT SQUARE - ATLANTIC BROADBAND (ABB) - GRANDE COMMUNICATIONS, CENTURY BANK, MECHANICA

Studio Process and Operations Manager

Mullen Advertising - 2007-2009

Developed and implemented procedures and process improvements to support consistency, training, quality measures and organizational objectives based on first hand contextual inquiry of business process and workflow.

Established a systematic approach to capturing client, vendor and production requirements through a foundation of templates from which accurate deliverables could be rapidly executed.

Worked in collaboration with executive-level management on issues of asset management, server file migration, workstation integrity, security protocols and future technology initiatives.

Supervised the deployment and integration of new systems and protocols including internal and client facing distribution channels (intra/extranet - server architecture).

- **Agency-level Process Control System** - Created taxonomy, documentation and database through ongoing user needs assessments, authoring up to 40 procedures, forms, process documents, protocols and frameworks for training, quality assurance, workflow, production and client-side business purposes.
- **Automation Production Framework, Technology Platform** - Developed, tested and launched in order to rapidly execute mechanical layout versioning from smart templates using Adobe InDesign CS3 datamerge. This framework and methodology reduced production time by up to 60% while also dramatically lowering both error rates and duplication of effort by multiple team members across 6 departments.
- **Mechanical Cubed Production Slug Identification System** - Performed an in-depth task analysis across multiple departments and businesses, re-designed, developed and deployed a department-wide, layout production slug system through Triple Triangle's Mechanical Cubed plug-in for Adobe InDesign to dynamically support 30 business portfolios in a streamlined way so as to require as few QA assets as possible.
- **Job Spec** - Created Job Specification PDF forms for new Mech Cubed slug system to enable automated layout creation through variables and pull-down options.

CLIENT LIST: HSBC BANK (MULTIPLE PORTFOLIOS) - GENERAL MOTORS - UNION PLUS - SAKS - LIBERTY MEDICAL - NATIONAL GRID

Assistant Studio Manager

Mullen Advertising - 2004-2007

HSBC Bank - Core group leader: Supervised and managed overall HSBC Core workgroup, hired, reviewed and trained personnel.

Developed, mechanicalized and released relationship marketing materials within an A/B testing environment for up to 20 concurrent monthly mailings.

Evaluated complex client business requirements and developed and synchronized procedures across multiple departments and vendors.

Identified process quality gaps and established protocols and process training documentation to reduce errors and increase efficiencies.

CLIENT LIST: HSBC BANK (MULTIPLE PORTFOLIOS)



Craig GordonVaughn

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PORTFOLIO (AVAILABLE ONLINE)

thumboverthemoon.com

EDUCATION

BFA Art Photography

1994 Cum Laude

Syracuse University

College of Visual and Performing Arts
School of Art and Design

TECHNOLOGY SKILLS

APPLICATIONS

Adobe Creative Suite CS5 : Acrobat, Bridge, Photoshop, Illustrator, Dreamweaver, Fireworks, Flash, Flash Catalyst, Adobe AIR, InDesign (with Triple Triangle's Mechanical Cubed, Job Spec plug-in integration), QuarkXpress, Preflight Pro, Suitcase, Font Explorer, FileMaker, Microsoft Office Suite : Word, Excel, PowerPoint, Visio, Axure RP, Balsamiq Mockups, OmniGraffle, XCode

CLOUD-BASED SERVICES, SERVER-SIDE TOOLS, PROJECT MGMT & VIRTUAL WORKFLOW APPS

Dropbox, Box.net, FTP, ActiveCollab, AtTask, Basecamp, GoPlan, Huddle, Planbox
Adobe Connect and CS Live (Browser Lab, Site Catalyst Net Averages, CS Review, Acrobat Live Meeting Screenshot), Skype, WebEx, GoToMeeting, Join.me

SCRIPTING

AppleScript, ActionScript 3, CSS, HTML, JavaScript, XML (XPath, XQuery, XSL, XML Schemas), Objective-C, PHP

PLATFORMS (OS)

Windows, Macintosh, iOS

BACKGROUND INCLUDES

- Hands-on management experience, employee mentoring and staff training
- Implementation of workflow quality assurance measures and best practices
- Project management, database and content management systems (CMS)
- Familiarity with Agile and Scrum development methodologies

RECENT COURSEWORK

- Adobe Flash
- XML
- Apple iOS: iPhone/iPad development,
- Practical User Interface Design and Prototyping

PROFESSIONAL EXPERIENCE (CONTINUED)

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Senior Production Artist - Macintosh System Administrator

Abbott Laboratories/MediSense Products - 2002-2004

Developed press-ready, electronic mechanicals within an FDA regulated system for all aspects of product packaging including user guides/manuals and inserts. Managed 10-station Macintosh workgroup, user interaction with systems, department interaction with network printers and overall corporate NT server environment.

- Sustained expanding studio workgroup, assigned specific user accounts and permissions, performed maintenance, troubleshooting, software installation and advised on best practices with design and production applications.
- Project Manager for MediSense Xceed/Precision Xtra meter product launch led work on new product packaging, design and final artwork, product branding and logo templates. Supervised and expedited initial work volume through studio to ensure successful product launch positioning.
- Initiated and produced highly effective, job life-cycle procedures which standardized methods and processes throughout production group.
- Drafted, proceduralized and implemented user access security protocols across department, as part of U.S. FDA Title 21 Code of Federal Regulations (21 CFR Part 11).

Senior Studio Artist

Allen&Gerritsen - 2001-2002

Developed press-ready, electronic mechanicals for regional and national product advertising campaigns. Delivered materials for TV/video/radio commercials, print ads and direct mail.

- Managed State Street Corporation account by supporting account branding and informing studio on work volume and marketing timelines.
- Provided creative team members with image creation, manipulation and scanning support.
- Assisted in large-scale, hand-built presentations, collateral and mock-ups.

CLIENT LIST: BOSTON SCIENTIFIC - SEGUE - WATERS CORPORATION - HOMEGOODS - GENZYME

Senior Computer Graphic Artist

DIGITAS - 1997-2001

Worked within multi-disciplinary teams to develop, execute and deliver press-ready, electronic mechanicals for use in both domestic and international markets, including over 20 languages. Projects ranged from style guides to multi-size print ads, catalogs, brochures, direct mail and packaging.

- Managed multi-component projects with overlapping deadlines and deliverables.
- Hand-built comps of printed pieces to submit with completed production files.

CLIENT LIST: AT&T - AMERICAN EXPRESS - AMERICAN CENTURY INVESTMENTS - DELTA AIRLINES - FEDEX - GM COMMERCIAL (GMC).

Senior Production Coordinator

MicroPRINT, Desktop Service Bureau - 1994-1997

Managed device color calibration system, color print production staff and workflow. Interacted directly with clients to resolve technical issues and expedite service.

In addition to output of standard digital print jobs, tasks included: Digital image scanning, silhouetting, color correction and image adjustment. 35mm slide film development, chemistry mixing, accuracy of development process and calibration.



EXPERIENCE WITH THE FOLLOWING SECTORS / INDUSTRIES:

BANKING | COMMUNICATIONS | FDA-REGULATED | ISO-CERTIFIED | FINANCIAL SERVICES | HEALTH SERVICES | BIOTECHNOLOGY
MANUFACTURING (AUTOMOTIVE, CONSUMER PRODUCTS) | RETAIL | TRANSPORTATION (AIRLINES, AIR DELIVERY & FREIGHT SERVICES)
UTILITIES (TELECOMMUNICATIONS) | B2B | B2C | SAAS



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