



Photo courtesy of Lidia Vi

PRINT / WEB Magazines

Like a good design, B2B magazine production has both repetition and variety. Every layout is fresh, a unique puzzle to assemble.

My experience includes:

- ◆ Monthly and Quarterly titles
- ◆ On-site daily production for Graph Expo
- ◆ Perfect bound and Saddle stitched
- ◆ Bellybands, Special covers and inserts
- ◆ Email blasts and Web ad campaigns

Skills:

- ◆ Help domestic and international clients
- ◆ Journal Designer and Producer
- ◆ Web portal and CMS for assets
- ◆ Image manipulation (clipping, color)
- ◆ Dreamweaver for web ads

Portfolio

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PRINT Digital

Digital printing opened up new venues. My favorite is variable data. Using Python is always fun, manipulating hundreds of csv files with over 40,000 records.

My experience includes:

- ◆ Direct mail campaigns
- ◆ Email creation
- ◆ Extract - Transform - Load workflows
- ◆ IMb barcodes, QR Codes

Skills:

- ◆ InDesign advanced merge
- ◆ Excel advanced usage
- ◆ Python and pandas for ETL process
- ◆ Mail prepping software
- ◆ Variable data software for digital press file



Photo courtesy of Joel Moysuh

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