



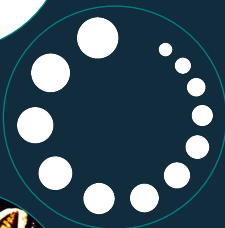
PRINT

I designed a wide variety of items whilst at North Wolds. The listed items demonstrate a degree of familiarity with the Adobe Creative Suite.



WEB

Brief descriptions are provided on the home page of these hyperlinks.



PROFILE

Self-motivated, mostly self-taught individual who made a decisive contribution to the success and development of the family printing business. I mastered a range of disciplines in an industry soon to be transformed by the digital revolution.

Attention to detail was critical in all roles, the minute particulars matter; and they were front of mind when mentoring new recruits. New technology provided me the opportunity to mentor myself in both print design and web development and I maintain the effort to broaden this skill set in the free time afforded by my outrageous work-life balance.

NORTH WOLDS PRINTERS LTD

FULL-TIME LITHO PRESS OPERATOR

1979-1986

- After graduating on small offset machines became a key operator on a series of **Komori litho** presses producing a wide range of printed materials on 2, 4 and 5 colour machines
- Provided **tuition** for new recruits on the same presses

REPRO OPERATOR | LITHO PRESS OPERATOR

1987-1993

- On my own instigation I established the **pre-press department**
- Developed the **darkroom** skills to convert artwork to press-ready final film
- Maintained stock levels of film, chemistry, plates and mission critical accessories
- Learned the art and science of **imposition** for print production
- This **client-facing** role fostered close collaboration with clients and trade colleagues.

PRE-PRESS MANAGER | MAC OPERATOR

1993-1998

- Responsible for introducing **digital** kit into the pre-press department
- Developed stringent **pre-flighting** routines to ensure flawless digital output
- Utilised software skills to provide **design solutions** for print clients: **QuarkXPress**, **Freehand**, **Photoshop**, **Illustrator** and **InDesign**
- Championed the adoption of **PDF** as a robust solution for ensuring file integrity when sending files via **iSDN** for external output.
- Guided investment in **hardware, software and personnel** as the department transitioned away from conventional techniques.

PRE-PRESS DIRECTOR | DIGITAL PRESS OPERATOR

1999-2014

- A series of image/platesetters allowed the department to regain control of digital output
- Mastered the **Apogee Pre-Press** workflow software, integral to a major **upgrade** of the pre-press operation
- Researched the **digital print** market for print and finishing options
- Exploited the unique advantage of digital by opting to add a **variable data** solution.
- Operated the **Konica Minolta c6501** digital press complete with saddle-stitch finishing unit
- Deployed **SQL** and **JS** knowledge in preparing files fit for variable data output

REFACTORIZING

2015-2019

The firm was **sold** in July 2014, and I exited after a suitable handover period. My partner's profession determined a succession of moves before we settled in Alderley Edge. For myself I had a few print projects from ex-clients, **volunteering** my services on occasion, but I was primarily interested in upgrading the skills demanded by the ever burgeoning field of web development. In my free time I refactored some old web projects initiated at North Wolds, benefiting hugely by exploring **OOP** principles, design patterns and programming paradigms.

JOBSEEKING, INTERRUPTED

2020-2024

I began to spend a bit more time on LinkedIn et al, and only then did I realise that there was now a dizzying array of tools in the world of web development and it was mastery of these tools that seemed to signify solid achievement and commercial kudos. But now there is a new show in town. We do not need AI to tell us that progress is a double-edged sword. The impact of digital on the print industry morphed from opportunity to existential **threat**. We will all run out of tomorrows, but to paraphrase (how very dare I) an ex-prime minister we are all indebted to (in a good way), "success is going from failure to failure without any degradation in enthusiasm."