



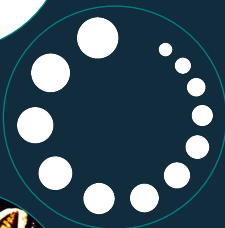
## PRINT

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."