

David M Barron

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Work History

CREATIVE TECHNOLOGY MANAGER, WILSON SPORTING GOODS, CHICAGO, IL **2009 - PRESENT**

Hands-on leader who successfully implemented a Xinet system to share out Wilson marketing assets globally to over 2500 users. Automated the distribution of fonts to the designers. Developed a custom project management system based on FileMaker.

ART DIRECTOR AND STUDIO FREELANCER, ASPEN MARKETING SERVICES, CHICAGO, IL **2007 - 2009**

Art Direction, Design, Retouching and Production art for Qwest Communications and US Cellular. Awarded two Ad Age awards for work on Hispanic direct mail catalog marketing for Qwest. Managed prepress for Qwest hispanic group. Developed a PDF workflow for direct mail production from design to programming to the digital press. Brought Digital Asset Management solution to streamline production.

CREATIVE SERVICES DIRECTOR, SP2-THE INTEGER GROUP, LAKEWOOD, CO **2007**

Created a Xinet DAMS to sharing artwork to partners worldwide utilizing custom metadata. Developed a PDF workflow for delivering PDFx files to direct to publications using DALiM TWiST. Setup a Virtual and remote proofing solution for remote collaboration and contract proofing using DiALOGUE. Automated remote syncing of assets from Denver to San Francisco.

CREATIVE TECHNOLOGY MANAGER, THE MARKETING STORE, OAKBROOK, IL **2001 - 2006**

Designed a workflow for the Studio of file organization and naming conventions through distribution of files to clients and vendors and ended with easy to retrieve archiving, including a DAMS to help internal workflow and to extend assets to employees and clients worldwide. Automated ad creation with Adobe InDesign, Triple Triangle and Xinet. Created a fully-integrated video/audio production/post department for creating ad spots, marketing videos and client presentation videos.

CREATIVE DIRECTOR, HBO, CHICAGO, IL **1999 - 2001**

Managed a staff of editors and animators. Developed a digital video workflow complete with compression settings and digital distribution to the venues. Department and technology planning and implementation. Created digital animation/editing workstations with a render farm to batch render artists' animations. Handled all computer installation, repairs and upgrades. Created animated content for Kodak, Sauza, beer.com, Courvoisier, Jennifer Lopez, Beefeater, 180 and Jack Daniels.

NIGHTSHIFT PRODUCTION MANAGER, CAPPS DIGITAL (NOW MUNDOCOM), CHICAGO, IL **1995 - 1999**

Managed a staff of Production Artists, proofreaders and scanner operators. Over the 5 years of working there, I worked on Philip Morris including Marlboro, Virginia Slims, B&H and Basic. I also worked on United Airlines, Disney, Hallmark, Kellogg's, Kraft, and the Carpet and Rug Institute. I was a hands on manager that split his time between Production creation and management.

COMPUTER GRAPHICS MANAGER, THE P+R GROUP, CHICAGO, IL **1992 - 1995**

Developed new technologies that lead to solidifying their position as the leader in large format computer graphic imaging in Chicago. Brought Cactus Digital Imaging Systems to The P&R Group to become the first shop in the Midwest to offer this breakthrough technology.

Education

MICHIGAN STATE UNIVERSITY, BACHELOR OF THE ARTS **1989**

Skills

MACINTOSH ADMINISTRATION, XINET WEBNATIVE, LINUX, PHP, CSS, HTML, MYSQL, XMP, JAVASCRIPT, SHELL SCRIPTING, FILEMAKER, JAMF CASPER SUITE, ADOBE CREATIVE CLOUD, MICROSOFT OFFICE, FINAL CUT PRO,