

WILLIAM K. HARADA
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I have over 20 years of experience in supporting company-wide content creators in developing and producing professional-quality deliverables to exceed their business objectives.

Above all, my goal with every job I work on is to process and deliver it back to its owner with the highest quality, and in the minimal amount of time. As such, I am extremely production oriented and firmly believe in the philosophy of working smarter, not harder.

WORK HISTORY

5/05–8/12 SugarCRM, Cupertino, CA Creative Manager

- Brand development and production of marketing, sales, and training collateral and advertisements
- Video producer of product demos, customer testimonials, marketing webcasts, event teasers/trailers
- Design and production of event related material (booth design, signage, collateral, badges)
- Source and manage outside vendors to ensure outsourced production jobs were produced on budget, on time and to quality specifications
- Channel partner support with production of co-branded product collateral, signage, ads, program collateral
- Corporate photographer for executive head shots and advertising creative
- Operate and maintain Xerox Docucolor 240 and 700 Digital Color Press production printers

5/00–2/05 E.piphany, Inc., San Mateo, CA Production Manager

- Coordinate with project coordinator and design team to obtain production specs and troubleshoot production issues (problems) design specs may cause
- Internal production coordination
 - Investigate available production options for job
 - Troubleshoot issues (problems) production specs may cause
 - Obtain necessary production materials
 - Ensure timely delivery of completed jobs
- External production coordination
 - Obtain quotes for outsourced production jobs
 - Investigate available options for job being quoted
 - Anticipate production issues (problems) with design of job being quoted
- QA of jobs in production
 - Pre-production proofing
 - Transmission of proofed files to vendor
 - Pre-press proofing
 - Press check of final output
 - Ensure timely delivery of completed jobs
 - Ensure accurate vendor billing for delivered jobs

**10/98–5/00 Octane Software, Inc., San Mateo, CA
Senior Graphic Design Specialist**

- Design and maintenance of Synon’s World-wide Web page
- Design/layout of marketing collaterals including: product release announcements, product overviews, promotional brochures and mailers
- Direct coordination with service bureaus and print shops to ensure quality of output material

**2/91–10/98 Synon, Inc., Larkspur, CA
Senior Graphic Design Specialist**

- Design and maintenance of Synon’s World-wide Web page
- Design/layout of marketing collaterals including: product release announcements, product overviews, promotional brochures and mailers
- Graphic design and generation of presentation material (35mm slides, color overhead transparencies, paper hardcopy) used in corporate presentations
- Graphic design of yearly Synon International User Conference collaterals, including: direct mailers, conference agendas, conference handouts, letterhead and presentation visuals (color overhead transparencies & 35mm slides)
- Direct coordination with service bureaus, print shops and slide duplication services to ensure quality of output material
- Design editor of Synonyms, a quarterly newsletter for the Synon user base
- Installation and maintenance of PC hardware and software within marketing department

**4/85–1/91 Eppendorf, Inc., Fremont, CA
Marketing Information Systems Specialist**

- Design/layout, publication and upkeep of product manuals, catalogs, and promotional fliers holding to prescribed corporate identity standards
- Creation of technical illustrations used in product documentation and advertising material
- Installation and maintenance of all Sales/Marketing Dept. PC hardware and software
- Publication of assembly, test and troubleshooting procedures for manufactured products
- Publication of weekly manufacturing status reports detailing in-process, QA and finished goods status on all manufactured products

SOFTWARE APPLICATIONS

- Adobe Creative Suite CS6
- Microsoft Office
- Lightroom 4
- Camtasia 8
- Microsoft Expression

REFERENCES AND SAMPLES

References available upon request.
<http://portfolio.bharada.com/>