

WILLIAM K. HARADA

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OBJECTIVE

A position which will fully utilize my 15+ years of experience in computer-based graphics, design, and production.

EXPERIENCE

I have 15+ years experience in computer-based graphic design and Production management. Most recently I was the Production Manager at Epiphany, Inc., a San Mateo-based software manufacturer.

During my 6+ years there my job responsibilities have included production management of a 40+ piece printed product collateral suite (while working within a seven person Creative Services group), to working individually to fulfill design and production project requests in support of online lead generation campaigns, corporate events, and product collateral development.

You can view my online portfolio at <http://portfolio.bharada.com>

WORK HISTORY

5/00–2/05

Epiphany, Inc., San Mateo, CA

Production Manager

◆ Production

- Coordinate with project manager to obtain production specs and troubleshoot production issues (problems) design specs may cause while investigating available production options
- Manage production process including: obtaining necessary production materials and quotes for out-sourced production jobs; pre-production proofing; delivering proofed files to vendor; pre-press proofing; press checking final output; ensuring timely delivery of completed jobs; ensuring accurate vendor billing for delivered jobs

◆ Design

- Design, production, and maintenance of product collateral suite (product line overviews, product briefs, white papers, customer case studies), lead gen e-mail and direct mail campaigns, Flash-based Webinar archives, quarterly coverage video highlight clips, collateral CDs, corporate event booth signage, and presentation graphics
- Design support for overseas offices (e-mail campaigns, direct mailers, advertisements, signage)
- Management and maintenance of corporate identity guidelines, image and logo libraries

◆ Miscellaneous

- Management of collateral fulfillment vendors
- Management of Web conferencing accounts
- Creation and management of Creative Services Resource portal

- Coordination and production of Webinars and corporate Webcasts
- Audio and video production for product demos and corporate training recordings

10/98–5/00 **Octane Software, Inc., San Mateo, CA**

Senior Graphic Design Specialist

- ◆ Design and maintenance of corporate worldwide Web page
- ◆ Design/layout of marketing collateral 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 collateral 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 collateral: direct mailers, conference agendas, conference handouts, letterhead and presentation visuals (color overhead transparencies & 35mm slides)
- ◆ Design editor of Synonyms, a quarterly newsletter for the Synon user base
- ◆ Direct coordination with service bureaus, print shops and slide duplication services to ensure quality of output material
- ◆ Installation and maintenance of PC hardware and software within Marketing department

SOFTWARE APPLICATIONS

- ◆ Adobe: Photoshop, Illustrator, Premier, Acrobat, ImageReady, GoLive
- ◆ Corel: DRAW
- ◆ Microsoft: Office, Placeware/LiveMeeting
- ◆ Quark: QuarkXpress
- ◆ Macromedia: Dreamweaver, Flash, Freehand

OPERATING SYSTEMS

- ◆ Microsoft Windows 95/98/ME, 2000, XP
- ◆ Macintosh OS 9 and X

REFERENCES AND SAMPLES

Available upon request.