



Héctor Cuadra



PROFILE

Mature multi-talented bilingual graphic artist with over 20 years of experience in the print publishing industry. I offer a variety in experience in the production of educational products such as textbooks, CD packages, marketing materials, corporate reports, and any product with digital content.

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Experience as Graphic Artist

Quad/Graphics Chicago, IL

5/2016 - 8/2016 (Independent Contractor)
Design/Production of middle school textbooks. Production work consist of page corrections, font swaps, image placements/manipulation, file management, PDF processing, etc. Applications used: Adobe Suite CS6, CS4.

Bickerdike Redevelopment Corp Chicago, Illinois

8/2016 - since 1999 Pro-bono Freelance Graphic Design
<http://www.bickerdike.org/index.php/who-we-are/annual-report>. Executed the design and production of all consecutive annual reports (since 1999) with corporate invitations; Designed and produced: outdoor signs for events and company vehicles; events advertising materials for newsprint; Residents Handbooks (2 colors, over 140 pages, bilingual, illustrated); various T-shirts logos; monthly e-mail newsletter; logos; corporate identity materials, and many ads and posters.

Rainbow Concepts, Inc Cumberland, RI

2/9/2016 - 5/6/2016 Design/Production of textbook (Independent Contractor)
Designer for production on High School ELD SE and TE project. Over 3,000 pages were layout, and PDF produced for textbook using InDesign CC, and Adobe Photoshop.

Trillium Publishing Chicago, Illinois

8/29/2014 - 9/10/2014 *Textbook Illustrator* (Independent Contractor)
Short term freelance tech illustrator for middle-school textbook.

Tukaiz Creative (Onward Search) Chicago, IL

1/20 - 1/21/2014, 8/26 - 8/27/2013, and 9/24 - 9/26/2013 Production Artist (3 contracts)
Worked on the layout production of National Parks Forest brochure and marketing food menus. Formatted text, photo research and editing, and final layout using Adobe InDesign CS, and Adobe Photoshop.

Quarasan! (Teacher Peach LLC) Chicago, Illinois

11/2013 Design/Production (contract)
Layout text and made design corrections using InDesign CS 5. Produced layout of 12 page prototype teacher book.

NG Learning/Cengage Learning (Marchon Partners) Evanston, Illinois

9/2012 - 4/2013 and 10/2013 - 11/2013 Graphic Production (9 months F/T contract)
Used Adobe Acrobat XI Pro on the merging of InDesign PDF files for the World Cultures and Geography SE and TE books course on the Web. Navigated internal servers and FTP sites to post/retrieve files.

Contracts, Agencies, Freelance

TRAINING & AWARDS

HTML 4.01 Web Authoring
Certificate Careerbuilder
Institute 2009
OS X training by
MacAcademy
Indesign & Photoshop training
by Seneca Design
Book Design Seminars by
Chicago Book Clinic/
Northwestern University

CAB Graphics, Inc. Chicago, Illinois

5/2013 - 8/2013 Production Graphic Artist (contract)
Produced PDF pages for textbooks using InDesign and WoodWing SCEnt's content management system, together with Smart MediaBin, and posting to FTP site.

Tighe Publishing Chicago, Illinois

7/2011 - 9/2011, 1/2012 - 3/2012 Production Graphic Artist (6 months, F/T contract)
Worked in the production of over 1120 pages for biology high school textbook and in the production of third grade teacher textbook. Both projects were done using WoodWing SCEnt's content management system with Adobe InDesign/InCopy CS3, mediaBin (off-site files), and InMath. Executed Photoshop and Adobe Illustrator art edits. Used InDesign CS3 for page layout and content edits and for the production of PDF files for on-line content and print content. Responsible for quality control and troubleshooting.

Pearson Education (Corestaff) Glenview, Illinois

1/2011 - 2/2011 *Design-Photo Editor* (2 months, F/T contract)
Executed digital editing of high-resolution photos including color correction, content editing, layering, masking, and composing for K-12 education publisher. Tracked art and photos using Microsoft Excel spreadsheet. Created and edited illustrations using Adobe Illustrator.

Six Red Marbles Baltimore, Maryland

April 2010 - May 2010 Illustrator (1 month, freelance)
Created over 600 tech art for use in grades 1-6 online education project. Project was done via the internet. Tool used: Adobe Illustrator and Adobe Photoshop. Project managed via Google Docs.

Full-Time employment

Wright Group-McGraw-Hill Corp Chicago, Illinois

9/2000 - 8/2009 *Graphic Artist* (9 years, full-time)
Lead production person with broad role ranging from production, design assistance, illustration, to digital photo editing. Products included marketing materials and curriculum materials such as teacher/student books, book display packages, CD-ROMs, and on-line media. Designed book covers, interior pages, and marketing pieces using InDesign and Quark Xpress. Produced artwork from specifications using illustrator and Photoshop. Edited photos to meet new purposes. Repurposed and developed designs for different formats. Converted prototypes and sample pages to production pieces. Created layout templates and style sheets for production ready layouts. Established projects production standards and best practices and troubleshoot for production department. Implemented production of 'go-bys' in samples pages depicting format, styles, and instructions for production. Produced specialized and sophisticated math typesetting specs and styles for math/science content books. Handled pre-press operations and pre-flight of files to produced final printer-ready PDFs. Participated in webinars with vendors. Created templates in InDesign/InCopy for books implementing K4 integrated publishing

Insured that projects met scheduled production stages and final dates in a timely and accurate manner and that they met quality and budget objectives. Managed layouts and page production through all stages of revision/editing cycles. Tracked daily progress reports and schedules ensuring to alert production director of deadline issues and proposed resolution. Interacted with designers, vendors and freelancers to ensure they all have the materials, project specifications, schedules and information necessary to meet the project deadlines.

Winner of two *Ace Bronze Awards*, one for quality and innovation during the production of secondary school books for using creativity and Photoshop editing skills which brought images up to quality and specs, saving time and expenses and another *Ace Bronze Award* for acknowledging excellence for customer focus on the coordination and production of the University of Chicago School Math Project student text books.

Also winner of *Silver Award* for customer focus by creating, in-house, with short-notice, over 130 Core Literacy oversize prototype books for a Marketing Regional Sales presentation.

Tribune Education Chicago, Illinois

1/1996 - 9/2000 *Production Graphic Artist* (4 years, 8 months, full-time)
Designed and produced layouts for various book covers, CD packages, and marketing materials. Generated page and package templates with working style guides for production. Communicated project specifications and scheduling using established procedures. Managed layouts through all proof cycles. Tracked daily progress reports/schedule ensuring deadlines issues were solved. Developed Quark Xpress test for prospect candidates to layout position.

Everyday Learning Corporation Evanston, Illinois

9/1995 - 1/1996 *Graphic Artist* (5 months, full-time)
Handle electronic application files to produce layout pages and artwork from designer's specifications. Edited and processed illustrations, photos and other artwork for layout pages. Preflighted files for PDF and files output. Maintained reprint and other files up-to-date readiness and archived projects.

The Wheatley Company, Inc Wilmette, Illinois

1/1991 - 9/1995 *Graphic Artist* (4 years, 9 months, full-time)
Production person for publishing production house. Executed electronic page layout, math typesetting, and technical illustration from manuscript and specifications. Prepared files for print vendors.

Port-to-Print, Inc Madison, Wisconsin

8/1988 - 7/1990 *Imaging Technician* (2 years, 7 months, full-time)
Computer imaging technician for electronic pre-press service bureau. Dealt with computer graphics assembly, file conversion and preparation for imaging, 4-color film processing, and quality control. Maintained computer and imaging hardware, and its software. Was the principal manager for one of the largest desktop publishing project undertaken by a service bureau. This project resulted in more than 30,000 four color films being processed from Quark Xpress through Linotronic typesetting machines.

Education

University of Wisconsin Madison, WI

Master of Art - Education ~ 1986

Bachelor of Science - Art ~ 1978

