

## Resume

### **Denis McFarling**

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### **Objective:**

To gain a challenging role in your company. To be working with creative technology and solutions for efficient, effective production.

Primary skill areas, Mac Support, Pre-press and Design (print & web).

### **Background:**

I grew up working in a small family owned printing company. I learned reproduction techniques at an early age. After college I was Production Foreman for four years before leaving to become a freelance commercial artist. I worked at logo, packaging and general design work before moving into the comic book industry. I worked doing design work and logos and then formed a small studio for comic book coloring creating color guides to full painted color. I returned to Art School in the late 1980's returning to the commercial marketplace just as the industry had moved from traditional mechanicals to Desktop Publishing. I joined the Macy's East Advertising Department and learned the Macintosh Platform and associated software. I worked there for the last decade, moving from Retoucher, Printing Technology Specialist, Technician Group Manager to End User Computing Manager.

### **Technical Skills:**

- Desktop Publishing: QuarkXPress, Adobe CS Suite (Photoshop, Illustrator, InDesign and Acrobat Professional), Microsoft Office, Extensis Suitcase Fusion.
- Macintosh Platform: Mac OS 9-X, AppleScript
- Asset Management: Canto Cumulus Enterprise, Extensis Portfolio, FileMaker Pro and FileMaker Developer, Dantz Retrospect, vjoon K4.
- Web/Internet, BBEdit, FTP Clients. Along with a number of Image Scanning and Digital Photography (Phase One) software, Color Calibration (ColorBlind, Monaco) and small applications & accessories.

### **Job History:**

- February 2006 – Present – Senior Desktop Analyst – Martha Stewart Living Omnimedia, end user support and administrative, Windows XP, Vista, Windows 7, Mac OS 10.4-6. DTP, Adobe CS Suite (Photoshop, InDesign, Illustrator, Acrobat, Flash), Microsoft Office, Lotus Notes vjoon K4, Filemaker Pro, Artesia, Account Creation; Active Directory, Microsoft Exchange, Lotus Notes.
- December 2005 – February 2006 – Website design using Macromedia MX 2004 Suite (Dreamweaver, Fireworks, Flash) and Adobe Photoshop for [www.mountsoma.com](http://www.mountsoma.com).
- October – November 2005 – Temp Mac Support – Martha Stewart Living Omnimedia, end user support, Windows XP, Mac OS 9 & X. DTP, Adobe CS Suite (Photoshop, InDesign, Illustrator, Acrobat), QuarkXPress, Microsoft Office, Lotus Notes.

- August – September 2005 Temp Mac Support – Lipman Advertising, Mac OS X end user support, some Mac OS X server. Advertising Agency, Adobe CS Suite, QuarkXPress 6x, Microsoft Office 2004, Hardware upgrades & repair, data rescue & migration.

- June – July 2005 Freelance - prepress at Color by Pergament, Retouching for several clients and some graphic design and web site work for individuals.

- January – May 2005 - Lifetouch Publishing, Yearbook Publisher, Page Assembly, Building school yearbooks, utilizing QuarkXPress, Adobe Photoshop.

- 2004-Freelance

Web design, packaging design, print collateral, Mac Support, AppleScript.

- June 1999-2003 Macy's East End User Computing Manager

I managed a three person staff of development, training and support people responsible for supporting over 200 Macintosh users for Advertex Communications, Inc. the division of Federated Department Stores, Inc. that handles all advertising for Macy's East 100 plus retail department stores.

I organized the training and troubleshooting of all software, hardware and end user network issues. This included submitting specifications and collecting bids, purchasing Macintosh Computers, developing the configuration of the Mac OS and upgrading all end user software for the Creative, Traffic, Digital Photography, Production and Pre-press departments. I also was responsible for peripherals and output devices. Desktop scanners, bar code scanners, Fiery rips, Xerox and Cannon copiers, Agfa Imagesetters and HP Designjets.

- September 1998-May 1999 Macy's East Technician Group Manager

Managed a group of seven DTP technicians responsible for quality control and pre-flighting of all ad releases, building graphics with Adobe Illustrator, QuarkXPress format templates, Bar Codes and FPO scanning. Creating regional versions of advertising and Adobe PDFs for release to newspapers and printers.

- July 1996-August 1998 Macy's East Production Technology Manager

Department /Advertising Technology Group

I redesigned the network servers for workflow efficiencies. I implemented Digital Asset Management (Canto Cumulus Image Database, Dantz Retrospect backups to DAT of end user archives. Wrote AppleScripts to distill PDFs of all ads for transmission to AP AdSend and intranet posting for Store Manager's awareness. Wrote and implemented AppleScripts for automating numerous repetitive tasks. Wrote training materials and Standard Operating Procedures for new workflow and software upgrades.

- September 1994-July 1996 Macy's East Art Production Coordinator

Macy's East Sales Promotion Department /Imaging Department Scanning (Atonics, Tango and, Eversmart Pro Drum Scanners), Retouching (Adobe Photoshop) and tracking job status (FileMaker Pro/AS400) for ROP advertising.

- April 1993-June 1993- Per Diem Macy's Sales Promotion

Output Film on Avantra Imagesetter, Grayscale retouching for ROP advertisements.

Education:

Kansas City Art Institute, Massachusetts Collage of Art, Art Student's League of New York, Ecole Albert Defois Les Cerqueux sous Passavant, France. Numerous classes and seminars in computer technology and information design at Seybold, MacWorld, Apple Computer in New York, Thunderlizard Conferences and other venues.

An online portfolio of design, training and Mac platform examples is available at:  
<http://www.denismcfarling.com>

References available on request.