

# Steve Cherkas

18225 73<sup>rd</sup> Ave NE B201 • Kenmore, WA 98028 • (206) 914.1138 • cell: (206) 914-1138 • stevencherkas@comcast.net

**OBJECTIVE** Production Artist with an emphasis on Desktop Publishing for print or web media.

## PROFESSIONAL EXPERIENCE

Freelance Web Design 11/06 - Current Kenmore, WA	<i>Websites for Legal Attorneys and Forensic Psychologist</i>  <i>Web Design, Production, and Deployment</i> <ul style="list-style-type: none"><li>• Consultation and development of concepts.</li><li>• Applied User Centered Design (UXA) logic.</li><li>• Worked in web authoring applications.</li><li>• Image creation and graphics in Photoshop.</li><li>• Testing and debugging.</li><li>• Deployment of website including email, FTP, and forms.</li></ul>
Issaquah Dental Lab 12/06 - 3/07 Issaquah, WA	<i>Oral Aesthetics Laboratory creating dental crowns and bridges.</i>  <i>IT Rendering Technician - Internship</i> <ul style="list-style-type: none"><li>• Working environment CAD/CAM.</li><li>• Hands on 3D scanning and rendering of teeth for the purposes of manufacturing oral aesthetics (crowns and bridges).</li><li>• Requiring self managed production time and attention to detail.</li><li>• Data entry of Server-Client application.</li><li>• Documentation and technical writing for purposes of training.</li><li>• Clear communication among coworkers.</li></ul>
Safeway Corporation 3/04 - 11/06 Seattle, WA	<i>National Retail Grocery Chain</i>  <i>Bakery Manager (Term employment during economy shift)</i> <ul style="list-style-type: none"><li>• Hands on lead baker, managed production and workflow based on sales data.</li><li>• <i>Collaborated with corporate management to create new 99 page Baking Formula Guide</i></li><li>• <i>Used Adobe and MS applications to create images, typeset formulas, layout template for packaging material.</i></li><li>• Trained culturally diverse team in new processes and policies. Managed decorator, bakery, and sales personnel.</li></ul>
Grand Masters Color- PressReady Imaging 2001 - 2003 Seattle, WA	<i>Fast paced color production / prepress company producing high-quality catalog and page production under tight deadlines</i>  <i>Production Artist/Prepress Technician</i> <ul style="list-style-type: none"><li>• Created newspaper and full color collateral pieces for print in all Adobe application and QuarkXPress.</li><li>• Ability to schedule, plan and work assignments through several stages of design and production.</li><li>• Worked closely with clients to communicate expectations throughout print reproduction process.</li><li>• Color matching of product shots in Photoshop for reproduction</li></ul>

## SUMMARY

- Over 10 years Production and Prepress experience including graphics/desktop publishing, 7 years publication specific.
- Experience includes, color image editing, digital graphics, for web and print. User-Centered Design Methodology, Copysetting and proof making.
- Practical experience all Adobe desktop publishing and prepress applications and processing software.
- Can work comfortably in multi-platform environment.
- 2 years experience in online publication graphics and data feeds. Continuing to upgrade HTML skills.
- Proven ability to launch, direct and drive projects professionally.
- Able to work well independently as an individual or a team member.
- Working knowledge of best practices and market angles.
- Administrative Writing Skills.

- in newspapers and color catalogues.
- Assembly of digital files creating PDFX files for output.
- Documented processes for internal procedures manual increasing efficiency by 35%
- Experience and knowledge of creating DTP files for prepress, reducing costs and risk of error.

Grand Masters Color-Inhouse Prepress  
2001 – 2003 (inclusive)  
Seattle, WA

*Provided off-site training to clients in workflow and color etching. Included image editing processes and related theory. Best workflow practices for ROP and catalog assembly.*

*Graphic Designer/Desktop Publisher/Copy Writer*

- Managed development and implementation of 5 module DTP client training program, duration 18 months.
- Designed and recruited editorial team that produced 150 plus-page client training manual.
- Worked one on one to train clients in DTP cataloging publishing process.
- Operated and produced high-resolution drum scans for print.
- On call as support image editor for client overflow work producing hundreds of color corrected image files.

Grand Masters Color-Imagingsciences.us  
2001 – 2003 (inclusive)  
Seattle, WA

*Startup division of Internet based Application Service Provider*

*Production Coordinator*

- Created all web graphics and web page storyboards in Adobe publishing and Microsoft office tools.
- Coordinated with outside services to establish eCommerce solution and payment gateway.
- Conduct web-based pipeline testing of service application.
- Webmaster to Beta version of eStore, designed look and feel.
- Coordinated telemarketing scripts with sales department. Increasing sales by 25%.

## **JOB HISTORY**

iCopyright.com  
1999 - 2001  
Renton, WA

*Instant Copyright and Reprint Internet Service*

*Fulfillment Production Coordinator / Implementation Specialist*

- User Centered Design (UXA) experience.
- Collaborated with project managers designing GUI for Online Registration and Automated Layout Tool.
- establish project goals
- Produced mock-ups and storyboards in applications depicting registration and fulfillment processes.
- Prepared all printready graphics, created collateral print media using industry standard Adobe and Office applications.
- Lead for Custom Reprint Team producing color reprints for national distribution.
- Created all web graphics and page template deliverables.
- Conducted Usability Testing of registration and reprint process.
- Project managed the use of automated testing for implementation increasing productivity by 400%.
- Part of team that grew iCopyright.com live clients from 6 to 73

## **TECHNOLOGIES**

*Operating Systems:* Mac & Windows, including 9.x, OSX, Windows 98, 2000, XP, and Linux.

*Programs:* PageMaker, Photoshop, Freehand, Illustrator, InDesign v1.5, QuarkXpress, CorelDraw, TrapWise, PressWise, Acrobat, Word, Excel, Powerpoint, Outlook, Dreamweaver,

*OS:* Internet Explorer, Safari, Mozilla, Opera., Netscape

*Output and Proofing Devices:* Epson 7500, Epson 10000, Polapoo, Kodak, Fuji Chrome, 3M

ESP Printing  
1998 - 1999  
Kent, WA

*Full color Printing Plant and Distribution Center*

*Digital Prepress Operator*

- Ability to self manage necessary.
- Problem solving team member of quality and efficiency. increasing revenue by 150%.
- Responsible for DTP, imaging editing, pagination, publishing files, and prepress files.
- Reduced errors by interfacing with printing manager at press.

Image East  
1996 - 1998  
Bellevue, WA

*Eastside Service Bureau*

*Lead team member digital graphics department.*

- Produced Collateral and Brochure pieces for print
- Produced Newspaper, Collateral and Brochure pieces for print.
- Scheduled production for in-plant and out-bound clients.
- Press check, interfaced with clients and press to ensure quality.
- Knowledge of press requirements, proofing and Ripping technology was imperative.

Wy'East Color  
1994 - 1996  
Bellevue, WA

*High Quality Digital Color House*

*Lead Mac/PC artist for high quality digital graphics*

- Experience with press layouts and requirements necessary.
- Knowledge of Color Builds and PMS Matching system required.
- File and Data Library management.
- Sales and CSR communication and rapport.

FOR RENT  
Magazine  
1989 - 1994  
Bothell, WA

*Distributed and Online National Trade Publication*

*Computer Graphic Artist*

- Tracking and research of solutions to Postscript related bugs.
- Proficient at Ripping digital files asset allocation.
- Scanner technician using Adobe PhotoShop and DOS software.
- Typesetting and editing in FreeHand
- Received "Customer Focus Award" for exceptional company service.

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**RELATED EXPERIENCE**

Art Institute of Seattle  
1985 - 1989  
Seattle, WA

*Accredited Creative Arts School*

*Instructor for Continuing Education for Graphic Arts*

Primary instructor for Continuing Education in the Visual Communications Department. Created curriculum for the Prepress course. Course focus was to instruct adult students of diverse backgrounds on production art, graphic design and prepress. Instructed, lectured, and discussed different techniques of achieving solutions in prepress. Worked both as a group and individual trainer with students. Developed course materials, class assignments. Evaluated student progress. Taught up to three class per quarter.

*Output and Imaging Devices: Agfa, Linotronic, Scitex/Dolev, Screen Familiar Presses: Sheet-fed and web. AB Dick, Roland, Heidelberg, Mehele, Didde Web.*

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**EDUCATION & TRAINING**

Red Cross - Mountaineering First Aid.

A+ and Software Test Engineer, Strategy Computers, 1999.

Inhouse Prepress - Hell-Crossfield scanner training program 2002

ScenicSoft Corp - Preps: Prepress imposition for DocuTech. 1994

Business Owner - Graphic Design, Production and Advertising Consulting. 1984-1990

Associate of Art Degree in Graphic Design, Art Institute of Fort Lauderdale, 1980

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**INTERESTS**

*Personal:* Alpine Mountaineering, Ceramic Pottery and Tiles, Technology Freelance Graphic and Web Design,

*Community:* Board position on Seattle Mountaineers Snowshoe Committee. Instructor and Trip Leader: Climbing Sea Kayak. and First Aid

Small World  
Productions  
1989-1998

*Travels In Europe with Rick Steves - Video Sleeves*

*Freelance position working directly with client*

Created twenty-four video cassette sleeves. Originally working as film output, this job converted to CTP. Performed color, design, and copy revisions.

Image editing and color correction of scanned slides in was done in Photoshop. Layout files were done in Freehand then QuarkXPress was used to assemble layouts utilizing EPS and TIFF files. PDF files were created for proofing. Film and trapping was originally output on Scitex PS/2. Eventually files were FTP directly to printer in NY.

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**PROFESSIONAL REFERENCES**

Upon Request

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**PERSONAL REFERENCES**

Upon Request