

## BRET KERR

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## EXPERIENCE

**Senior Production Designer**, *Globe Pequot Press*, Guilford, CT March 2007 - Present

- Created company wide written identity standards for various trade book series design.
- Designed original 4c marketing collateral for various trade books: brochures, sell sheets, posters, ads
- Designed large scale trade show graphic displays for major trade shows
- Acted as technical consultant for the design department in their transition to Indesign from Quark; kept up to date on latest graphic technology solutions that would ease the production work-flow
- Performed high-end production duties on priority 4c, 5c and 6c hard-cover books: photo retouching, color correction, photo silhouetting/collages, setting up press-ready templates, carrying front cover design over into full mechanical
- Re-designed covers when need be to meet trade buyers objectives
- Worked with Editorial, Sales and Production departments to get covers approved and reach consensus on final design
- Worked with Marketing VP to create innovative interactive press kit for high-profile author in DVD form for sales presentations
- Photographed company promotional events at Book Expo America including author signings and promotions; created branded promotional materials for sales team based on the photos

**Designer**, *Pearson Education/Prentice Hall Publishers*, Boston, MA May 2004 - March 2007

- Conceive of and designed original 4-color book cover template designs for leading educational publisher during its record profitable years.
- Design state-specific, 4-color front matter sections which required photo research and hiring contract illustrators.
- Collaborate closely with internal marketing and editorial groups to conceive of logos, unified program brands and develop visual solutions for new series interior book designs.
- Design high-end, 4-color Quark templates for new Math textbooks series that were used by outside vendors to produce the books. Templates included detailed typographic and art specs. Coordination with Production Department and Marketing was necessary to meet deadlines.
- Conceived and produced ancillary workbook covers for best-selling Science Explorer series.
- Produce high-end Photoshop and Illustrator collages
- Consistently receive positive evaluations and recognition from top management for initiative and ability to collaborate with other departments on time-sensitive campaigns.

**Production Services Manager**, *Jones and Bartlett Publishers*, Sudbury, MA May 2003 - May 2004

- Conceived of and designed 4-color and 2-color covers for various textbook subjects.
- Designed CD packaging and PPT presentations
- Designed 4-color brochures, sell sheets and magazine ads
- Created standardized Word and Quark templates to ease production workflow
- Member of Digital Asset Management committee—did research, evaluated software vendors presentations and proposals.

**Interior Designer**, *O'Reilly & Associates*, Cambridge, MA November 2002 -April 2003

- Produced cover mechanicals and shipped to printer; researched potential cover images.
- Maintained Framemaker templates for a line of award-winning technical books (In a Nutshell, Missing Manuals, etc.).

**Electronic Book Production Tech**, *Books24x7*, Norwood, MA August 1999 - May 2002

- Converted the digital files for printed books into searchable XML web pages.
- Managed conversion efforts of a group of software vendors in India.

**Assistant Production Manager**, *The Warren Group*, Boston, MA August 1998 -August 1999

- Designed 4-color covers and center-spreads for newspaper supplements; designed and produced weekly newspaper.
- Delegated work to and mentored production artists; implemented digital PDF work-flow.

## COMPUTER SKILLS and EDUCATION

Adobe Creative Suite (Photoshop, Illustrator, InDesign); QuarkXpress, FrameMaker, Microsoft Office, FileMakerPro, Flash, basic HTML, XML, digital photography, and extensive Internet research skills.

Bachelor 's Degree in English, minor in Journalism—Framingham State College 1996

Various advanced professional level Adobe product training (at corporate sponsored training and at Photoshop World)