



# Carlos F Bedoya



- Over 20 years experience in the Publishing Industry.
- Attained managerial positions in design, production, printing and editorial departments.
- Combine award winning design skills with deep understanding of technology.
- Able to conceptualize and synthesize events, processes and ideas graphically.
- Creative. Quick and hungry learner.
- Proven accomplishments in design, project planning and management.
- Proven ability to solve technical problems and find efficient solutions.
- Proven relationship builder with excellent interpersonal skills.



### Vcard cfb

- carlosfb.me
- carlosfb@me.com
- webprintideas.com
- carlosfbedoya
- carlosfbedoya
- 718.578.2954

### COMPUTER SKILLS

- Macintosh and Windows Operating Systems
- Macintosh Support and Software Installation
- Networking and Server Management
- Editorial, Layout, Production and Tracking Systems
- Installation and setting: GN4, Layout 8000, Ad Track and ClassPag. CCI Newsgate advanced user.

### SOFTWARE SKILLS

- QuarkXpress
- Adobe CSS: Illustrator, InDesign, Photoshop, Dreamweaver, Bridge, Flash, Acrobat
- Pitstop, PistopServer (preflight profiles & actions)
- Microsoft Office and Power Point

### WEB DESIGN SKILLS

- CSS3 and HTML5 coding
- CMS systems: WordPress, Joomla & Magento

### PREPRESS SKILLS

- Preflight, Troubleshooting, Color Separation.

### PERSONAL SKILLS

- Highly adaptable, knowledge-hungry learner.
- Highly analytical thinking with demonstrated talent for identifying, scrutinizing, improving and streamlining complex work processes
- Professional whose honesty and integrity provide for effective leadership and optimal relationships



### SCHNEPS PUBLICATIONS

#### VP of Production

- Supervised the production and press processes.
- Coordinated the printer and production schedule for twelve publications.
- Developed a PDF workflow
- Trained staff. Assisted in hardware and software troubleshooting.

#### Art Director - Adviser

- Developed the editorial concept, design and production workflow for a newspaper directed to the Hispanic market. Later worked as an Art Director and Editorial Consultant.

#### Graphic Designer

- Cover design, image quality, web graphics, full color production and pre-press work for all the publications. Provided network and workstations troubleshooting and maintenance (Macs).

01-1980 • 09/1985

- **Los Andes University**  
Mechanical Engineer (BME)  
Bogota, Colombia. 1985

- **Universidad del Rosario**  
Art and Philosophy  
Bogota, Colombia. 1982

### Gannett USA - The Studio at Asbury Park

#### Senior Designer

- Former Asbury Park Studio provided design, edition and wire content services to Gannett's newspapers in the Northeast. Responsible for the sports section of three daily newspapers, including design according with studio's standards, story placement, wire selection and meeting three tight deadlines. The studio was organized in collaborative teams of designers and editors interacting with news producers to ensure a product of excellent quality in content and presentation.

### IMPREMEDIA & El Diario La Prensa

#### Consultant

- Implemented the redesign project in the editorial system (El diario NY and La Opinion LA (programming, optimization, workflow and newspaper integration) reaching maximum efficiency with minimum personnel.
- Trained the staff. Set a training website with practical examples, videos and step-by-step instructions.

#### Graphic Editor: Responsible for the editorial design guidelines

- Supervised staff. Organized workflow.
- Attended the editorial board meeting and suggested graphic ideas that best complemented stories and their content.
- Received several design awards.
- Developed scripts, templates and programmed the markup settings in the editorial systems, considerably reducing page design time.

#### Technical Consultant

- Evaluated the editorial design. Recommended changes.
- Publicized a HTML design guide. Trained Staff.
- Upgraded the ad production department (Hardware and software).
- Set the systems for a newspaper size change and a new web press.
- Implemented a certified PDF Ad workflow using PitStop Server.
- Designed and Programmed the layout, classified and editorial systems (AdTrack, Layout 8000 and GN3) for a new zoned publication.

#### Prepress Manager: Managed the Pagination and Ad production staff.

- Supervised production from layout to press. Supervised press output.
- Provided technical support and training.
- Directed editorial and ad design projects. Coordinated the newspaper redesign project.
- Researched and tested software and hardware for editorial and production. Adjusted workflow to technology changes.
- Integrated newspaper systems.
- Implemented and programmed the editorial system (templates, master pages, libraries and typography).
- Solved problems and implemented solutions for the production process.

### WEBPRINT IDEAS

- Design, maintenance and marketing of websites.
- Design and production of publications.

### CENTRO CULTURAL BARCO DE PAPEL

- Board member, founder and webmaster of Centro Cultural Barco de Papel (Paper Boat Cultural Center), a non-profit cultural institution dedicated to promote Latin American arts and literature in NYC

### DOVER PUBLICATIONS

#### Contractor. Design and Pre-press Specialist

- Converted book covers to print specifications for a new on-demand print machine. Including reconstruction and digitization of old copy dot files, resizing, color correction and pre-press.

### VISION 15

- **Publisher:** Designer, Editor and Publisher of this Community Newspaper. Directed newspaper edition, design, layout and administration.

### Noticiero Colombiano e Hispano (Hispanic News)

- Started as a paste up artist, shortly thereafter promoted to **Ad Design Supervisor** and later to **Production Manager**. In 1993 promoted to **Graphic Editor** and **News Editor**.

11/2004 • 05/2005

06/2003 • 05/2005

03/1996 • 11/1998

07-2017 • 07-2017

04 • 12/2014

02/2006 • 02/2012

06/2005 • 02/2006

11/1998 • 11/2004

06/12 • Today

06/12 • Today

03-95 • 11/98

05-90 • 03/95