

Carlos F Bedoya

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- Wide experience in the publishing industry.
- Attained management positions in design, production, printing and editorial departments.
- Combine award-winning design skills with a 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.

• COMPUTER SKILLS

- Macintosh and Windows operating systems
- Editorial, Layout, Production and Tracking Systems
- Installation and setting: GN4, Layout 8000, Ad Track and ClassPag. Practical knowledge of CCI.

• SOFTWARE SKILLS

- Adobe CSS: Illustrator, InDesign, Photoshop, Dreamweaver, Bridge, Flash, Acrobat
- Pitstop, PistopServer (preflight profiles & actions)
- Microsoft Office
- Data visualization

• WEB DESIGN SKILLS

- CSS3 and HTML5
- CMS systems: Open source and proprietary

• 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



• DAILY MAIL

- **Multimedia & Graphics Editor**
- Researched, conceptualized and designed infographics that complement and explain news graphically.
- Produced interactive data-oriented graphs and maps to emphasize statistical behavior and trends in news.
- Developed training guidelines on using and updating graphics, maps and charts.
- **Photo Editor**
- Created enticing previews, banners and thumbnails for breaking news and homepage features.
- Produced visually compelling composite images, maps, graphs and infographics to display and highlight stories.
- Researched, acquired and edited photographs from different sources such as wire services, photographers and paparazzi agencies.
- Looked for photo resources among trending topics on social media.

• FOX NEWS

- **Photo Editor**
- Provided graphic representation of news using a good photographic eye as well as the ability to quickly turn in images and visual concepts that capture developing stories.
- Coordinated presentation of top news using still photos as well as montages/collages/photo illustrations and slide shows.
- Sought out and identified outstanding images from a large selection of wire services, news network, partner content and social media.
- Maintained and managed a network of freelance image contributors.

• DALLAS NEWS CORP.

- **Multi-platform Editor**
- Editorial designer for the Sunday sports section of the Dallas Morning news and all the pages of Al Dia using CCI Newsgate.
- Planned story placement, sport tables, and photos from wires and photographers.

• USA TODAY CO.

- **Senior Designer**
- Responsible for the design of the sports section of three daily newspapers meeting high headlines.
- Planned story placement, wire and photo selection, sport tables and art.
- Design the sport cover, created graphic compositions and typography elements that best illustrate news.

• MY CODE MEDIA

- **Technical Consultant**
- Implemented the redesign project of El Diario La Prensa of NY and La Opinion of LA in the editorial system.
- Programmed the editorial styles in the Miles GN4 Editorial System using GNHML, a proprietary markup language.
- Exported typography to HTML for web content.
- Set master pages, hundreds of templates and libraries.
- Optimized the workflow using the system for maximum efficiency.
- Trained the staff. Set a training website with practical examples, videos and step-by-step instructions.
- Completed work within specified budgets and deadlines. Coordinated activities with all departments.

• DOVER PUBLICATIONS

- **Designer, Pre-press specialist**
- Converted book covers for a on-demand printer without altering the color perception, using layers, channels, UCR, GCR, ink density and color attributes.
- Re-sized covers maintaining proportions and art concept.
- Digitalized old halftone screens to editable Illustrator and Photoshop files.
- Vectorized old raster art.
- Converted composite text into editable text using OCR.
- Modified Photoshop and Illustrator files

• EL DIARIO/LA PRENSA

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

• Technical consultant

- Evaluated and recommended changes that improved the editorial design.
- Publicized a design guide in the Intranet. Trained staff.
- Upgraded the ad production in both hardware and software.
- Modified the system for a newspaper size change in a new web press. Tested the press. Adjusted color curves, calibrated monitors, software and dot gain.
- Programmed the editorial, ad tracking and layout systems for a new zoned publication.

- Conceptualized the design of this publication. Designed Master pages and templates, implemented editorial styles.
- Later worked as an Art Director and Designer for the publication.
 - **Pre-press Manager**
 - Managed the Pagination and Ad production staff.
 - Supervised the production process from layout to press.
 - Provided technical support and training
 - Directed editorial and ad design projects. Coordinated the newspaper redesign. Published design and technical training manuals.
 - Researched, tested and recommended the software and hardware required to improve the editorial and production departments. Integrated newspaper systems.
 - Teamed with the IT department to implement and install the editorial system that replaced paste-up and mechanicals with full pagination digital output.
 - Oversaw, solved problems and implemented solutions for the entire production process.
 - Supervised press output. Calibrated the scanners, monitors and printers regularly for color reproduction, conducted color tests in the printing plant facilities.

SCHNEPS MEDIA

VP of Production

- Coordinated the printer and production schedule for twelve publications.
- Developed a PDF workflow.
- Trained staff.

Art director and Consultant

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