

LAWRENCE R. PETERSON

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V I T A

Process Analysis
Book Development
Graphics Production
Work Flow Pre-Planning
Budgeting/Estimating
Network Administration

Web Design
Systems Integration
Typography
Multi-Media
Training/Lecturer
Project Management

Illustration
Graphic Design
Technical Support
Policy Documentation
Scheduling/Traffic Control
Sales Support & Marketing

A C H I E V E M E N T S

- ◆ Plant Manager for 40 person/3.5 million in sales, complete composition, high end color, and full service textbook production facility. Moved declining business into area leader. Director of new business development and new technology implementation resulting in increased sales over 33% in first year.
- ◆ Establishment of complete Composition Department for textbook and catalog work. Full project management of College, El-Hi and Trade, Medical, Scholastic, Science, Chemistry and Math Textbooks.
- ◆ Successful management of a full-service design and production studio. Complete editorial, design and production for corporate, advertising, publishing, retail, financial, and university groups. Complete concept through to final product "full service" studio.
- ◆ Graphic artist for a wide range of Award winning books, catalogues, magazines, brochures, booklets, posters, flyers, ads, direct mail, media kits, merchandising packages, sales presentations, corporate communications, slides/multi-image, video displays, and awards.
- ◆ Computer System Design, Training, Technical Support, & Operation; Expertise in; Quark, Illustrator, Freehand, Photoshop, etc. Development of High-end Pre-press Systems for printers, newspapers, graphics and advertising firms.
- ◆ Technical Support for wide variety of platforms and integration across platforms. Integration of ISDN and Web into in-house networks. Implementation of various work flow solutions. System evaluation, bench marking, work flow reconfiguration, analysis and documentation.

E M P L O Y M E N T

Owner, Art Director – Lawrence Peterson Design Bolton, Vermont San Francisco, California Orlando, Florida	01/86- present
Peterson Graphics, Systems Administrator/Production Manager Mazer Corporation, Orlando, Florida	09/99 - 04/00
Vice President, Production Typo-Graphics, Orlando, Florida	07/97 - 05/99
Electronic Publications Manager Accu-Color, Inc., St. Louis, Missouri	08/94 - 10/96
Technical Support Manager Lanman Lithotech, Orlando Florida	07/93 - 03 /94
Macintosh & Hell Scanner & Information Systems Manager Fidelity Press, Orlando Florida	10/90 -07/93
Computer Graphic Artist (Genigraphics, IBM & Macintosh) Media Design Group, Winter Park, Florida	05/87 - 07/89
Production Manager & Computer Artist (Dicomed & IBM) The Marketing Connection, Orlando, Florida	12/85 - 04/87
Art Director & Production Manager Lawrence R. Peterson Graphics, Palo Alto, California	06/78 - 11/85
Production Coordinator (College and El-Hi Textbooks) Typothetae, Inc., Palo Alto, California	10/76 - 05/78
Pressman/Cameraman/Typesetting Manager Dharma Press, Berkeley, California	04/71 - 08/76