

Ken Dezhnev

print & web production • graphics • editorial

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PROFILE

Extensive technical knowledge and strong sense of functional and aesthetic design. Organized, detail-oriented. Accustomed to exceeding expectations in a wide variety of environments, with a minimum of breaking in.

Production and graphics projects include financial and corporate communications, catalogs, advertising, brochures and special pieces, packaging, display, branding and corporate identity, books and magazines, foreign-language production, Web graphics.

Editorial projects include: writing and editing of proposals, corporate communications, manuals, Web site copy, fiction and non-fiction books, scholarly papers, and resumé; also editorial proofreading of all types of publicity, corporate materials, and books.

Software and skills:

- **InDesign, Quark:** Master pages, style sheets, templates, multi-page documents, tables, color management. Kerning, tracking, and hyphenate-and-justify parameters for optimal text appearance.
- **General print production:** Mac & PC environments. Font management (including Suitcase). Acrobat and PDFs. Pre-flighting, color specs, color separations, and exact dimensions. Quality control.
- **Photoshop:** Retouching, special effects with channels and multi-layered documents, silhouetting, combining images, cropping and resizing, scanning, and technical issues of image format and resolution.
- **Illustrator:** Packaging, complex projects, multi-layered files, logos, graphs, infographics, scale drawings, pen tool.
- **Web graphics:** Creation and conversion of Web graphics, including product shots, logos, and headlines. Familiar with Web color, graphics file formats, and resolution issues.
- **Web site production & management:** Dreamweaver & CSS for static Web pages, hand-coded HTML/XHTML, TextWrangler (BBEdit), Web fonts, browser compatibility testing and troubleshooting, site management, search engine optimization, Google AdWords. (Sample URL: CrystalResumes.com.)
- **Writing, rewrite, editing, proofreading:** Marketing, corporate, Web, and publishing. See the Editorial and Publishing supplement to my resume, available on request if not attached.
- **Technical font work:** Fontographer, TypeTool, Transtype Pro. OpenType. Font format issues.
- **Multimedia:** Interactive PDFs. PowerPoint. Amadeus (sound editing). Iconographer (screen icon editing).
- **Other skills:** Microsoft Office (Microsoft Word, PowerPoint, Excel). FTP clients. Archiving (Stuffit, zip). Mac workstation troubleshooting, setup, and maintenance. Home workstation includes networked Mac and PC. Hand art (package comping, 3-D structures). Hobby photography.

PROFESSIONAL EXPERIENCE

Freelance *Digital production, production design*

Twin Cities area, 8/03–present

Martin Williams: special projects in advertising and collateral; font modification and consulting. **Triplink:** brochures, corporate publications, foreign languages. **CrystalResumes.com:** Web site production, optimization, and site management; wrote all copy for extensive sales and informational site. **InFood:** collateral. **Intransol:** logo redesign, Web art. **Apothecary Products:** packaging; label and pictogram design. **Level Brand:** ads, collateral. **Hendler-Johnston:** technical trade marketing materials, foreign languages. **Merrill Brink:** foreign-language corporate & technical documentation, Web graphics. **Allina Media Services:** collateral & display. **Augsburg Fortress:** catalogs. **BI Worldwide:** brochures, posters, catalogs, specialty pieces, Web graphics, interactive PDFs. **Peggy Lauritsen Design:** ads, collateral. **JDS Marketing:** catalogs. Other ad agencies and corporations.

continued

Freelance *Digital production, production design, editorial, quality control* *New York City, 3/96–4/97, 5/00–7/03*

Time magazine Marketing Dept.: advertising, collateral, display typography. *American Lawyer* magazine: magazine layout. *Scholastic*: textbooks, catalogs. *NFL*: 3-D structures. *Macy's*: Package comping. *Grid Typographic Services*: corporate annual reports, fund reports, tables and graphs. *Transimage*: foreign-language ads and collateral. *Estée Lauder*: ads, display, collateral, and packaging. *Kirshenbaum Bond & Partners*: font customization. *Crain's N.Y. Business*: infographics. *KPMG Peat Marwick*: charts and graphs, proposals. *Wells, Rich, Greene*: rewrite, typographic and editorial proofreading and troubleshooting. Other leading ad agencies and studios including *Bozell, Grey Direct, Rapp Collins, Hill Holliday, Korey Kay, Doremus Advertising*, and many more.

Doremus Advertising *Digital production* *Full-time freelance. New York City, 4/97–4/00*

Logo art, digital production of financial, corporate, tech, and business-to-business advertising.

Ogilvy & Mather *Digital production, quality control, writing & editing* *Full-time freelance. New York City, 11/94–3/96*

Digital layout and production; digital graphics; typographic quality control of ads, packaging, direct mail, and corporate communications. Also design, writing, and editorial projects. (Note: All of O&M's full-time production people were freelance: like many firms in New York, they did not put people on staff.)

Lloyd & Germain, Ltd. *Quality control, customer service* *Staff. New York City, 7/93–7/94*

Advertising, financial, and display typography and graphics. Developed workflow and production procedures for the firm's expanding digital production business. Was credited with major improvements in quality and client satisfaction, and with enabling the firm to win substantial amounts of work away from a well-established and highly-reputed competitor.

Freelance *Typographic proofreading & quality control, editorial* *New York City, 11/87–7/93, 7/94–10/94*

Clients included: Estée Lauder (editing of sales training manuals) and many leading production houses serving ad agencies, corporations, and publishers. (Along with steady half-time engagement at Gerstman & Meyers, below.)

Gerstman & Meyers *Proofreading, writing, editing* *Half-time freelance. New York City, 3/91–11/92*

Worked with all creative, sales, and account management staff. Responsibilities included proofreading (editorial and typographic) of all packaging and corporate-identity material, including foreign-language packaging; writing and editing of proposals, identity manuals, and other projects; product naming projects.

Typographic Directions Corp. *Proofreader* *Staff. New York City, 10/85–10/87*

Advertising, annual reports, magazines, and general typography, in "boutique"-quality type house.

Freelance *Editing, copy-editing, proofreading* *New York City, Pennsylvania, 1983–85*

Proofreading and copy-editing of scholarly, trade, and reference books, for Fodor's Travel Guides, Funk & Wagnalls, Stein & Day (all New York City), Pennsylvania State University Press (including seven months full-time), editing of graduate theses through Penn State Thesis Office. (For details, see the Editorial and Publishing supplement to my resume.)

LANGUAGES

French: advanced reading knowledge, speak well, translate French-to-English. **Italian**: good reading knowledge. **German**: fair reading knowledge. **Etc.**: Useful knowledge of Spanish, Portuguese, Russian, and Greek. Can transcribe copy accurately in all languages using Roman, Cyrillic, and Greek alphabets. Accustomed to working with foreign editorial and typographic conventions.

EDUCATION

Pennsylvania State University; M.A., Philosophy. State University of New York at Stony Brook: B.A., Philosophy.

EDITORIAL & PUBLISHING EXPERIENCE

(supplement to general resumé)

Corporate and marketing: writing, editing, rewrite, proofreading

CrystalResumes.com (resumé service) Wrote all copy and created editorial design for extensive sales and informational Web site.

Gerstman & Meyers (marketing consultancy & design studio) Writing and editing of proposals, reports, and other communications; also editorial and typographic proofreading of pharmaceutical and food packaging.

Wells Rich Greene (ad agency) Typographic and editorial proofreading, rewrite, and general troubleshooting on two annual editions of a 200-page manual for an IBM dealer incentive program.

Estée Lauder Editing of employee training manuals.

Ogilvy & Mather (ad agency) Writing, editing, and rewrite of business communications and special projects.

Image Axis (design studio) Consulting on French editorial style.

Miscellaneous Proofreading for many leading ad agencies, design studios, and production houses in New York City. (For a complete list, see the client list by specialty in the Experience section of my Web site.) Resumé writing and editing.

Publishing, academic: proofreading, copy-editing, general editing

Penn State University Press

Vincent Cheng, *Shakespeare and Joyce: A Study of Finnegans Wake*. Proofreading. *Finnegans Wake* (no apostrophe) is a legendary proofreader's nightmare. This was my first editorial assignment; after this job I was Penn State's #1 editorial freelancer.

Richard Norton, *Tonality in Western Culture: A Critical and Historical Perspective*. Copy-editing.

Marshall W. Raffel (ed.), *Comparative Health Systems: Descriptive Analyses of Fourteen National Health Systems*. Copy-editing. Several annual volumes of an annotated bibliography of minority studies. Copy-editing (seven months full-time in-house).

Fodor's Several travel guides. Copy-editing, proofreading.

Funk & Wagnalls A high school science encyclopedia. Proofreading.

Penn State University Thesis Office Editing of graduate theses and papers.

Stein & Day

The Butcher, a thriller, which I copy-edited and also converted from British to American English.

Leonard Mosley, *Disney's World* (biography). Copy-editing.

Miscellaneous At Typographic Directions Corp., my work included regular proofreading of magazine settings for *Gourmet* magazine and the house magazines of IBM and Rockefeller Center.

Digital production

Scholastic Digital production of el-high textbooks, catalogs.

American Lawyer magazine Digital page layout.

Time magazine Production design of marketing materials.

Atlantic Monthly magazine Production design of marketing materials.

Crain's N.Y. Business Infographics, charts, graphs.

Miscellaneous Advanced skills with master pages and style sheets. Accustomed to specifying type, to working in detail with kerning, tracking, and hyphenate-and-justify parameters. Familiar with the technical aspects of fontware, and with modifying and customizing fonts in Fontographer. Digital production and typographic quality control for high-end corporate annual reports, fund reports, prospectuses, corporate communications, and catalogs.

Peer-reviewed publications

Annotated translation from French: "Introduction to the History of Viticulture in France," by Roger Dion, published in *Journal of Wine Research*, December 1994. (Project involved negotiating rights with French publisher.)

Papers in philosophy, published in *Dialogue*, October 1980; *Ascent*, Spring 1981.