

Daniel S Westcott

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Web Developer | Analyst | Architect

Profile

- ♦ **Complex Thinker:** Able to create innovative solutions to uncommon problems
- ♦ **Detail Oriented:** Attentive to detail and quality even when under pressure of deadlines
- ♦ **Process Driven:** Able to take an overview of an industry and understand the entire picture
- ♦ **Eye for Efficiency:** A natural at finding and eliminating bottlenecks and waste
- ♦ **Web Development:** Collaborator on numerous complex custom sites and back-end systems
- ♦ **Software Design:** Capable of concise, buildable solutions with end user focus
- ♦ **Graphic Design:** Comprehensive knowledge of design, pre-press, & printing; very strong color skills
- ♦ **Copy Writing:** Clear, understandable, on-target—able to communicate complex subjects in a simple way
- ♦ **Multi-platform:** XP, Vista, OS X, Unix + expert in Photoshop/Illustrator/InDesign etc.
- ♦ **Good Interpersonal Skills:** Calm under pressure; loyal team player; great with clients and colleagues

Notable Achievements

- ♦ Invented automation system for on demand production of PDF's from custom web order data *Tricycle*
- ♦ Invented DSS green sampling technology for digitally simulating carpet from machine files *J&J/Tricycle*
- ♦ Created and nationally positioned Edo brand/wrote PR campaign *Andalan*
- ♦ Produced award winning coffee table book *Rock City Barns—A Passing Era*
- ♦ Designed Matchmaker application for intuitively matching colors *Tricycle*
- ♦ Wrote business plan and financial projections *Andalan*
- ♦ Invented digital process to produce year 2000 election ballots for the state of Georgia *Lee*

Awards

- ♦ Two Publisher's Marketing Assoc. Ben Franklins, Gold (Art, Music, Photography) and Silver (Travel)
- ♦ Gold Idea Award-Fortune Small Business (DSS) *Tricycle*
- ♦ Multiple Chattanooga Addy Awards, District 7 Addy
- ♦ International Creative Summit Award, Silver
- ♦ Green Apple Award for sustainability (DSS)–(UK Parliament) *Tricycle*

Experience

Color Development Specialist/R&D: Tricycle Inc., Sustainable Design Firm, Chattanooga, TN: 2004–present
Handle all things color from internal systems to inventing algorithms and software for color matching. Design and test new software products. Quality Assurance for client web sites and installed software. Invented Digital Sample System (1997) technology used by Tricycle. Designed automation system which receives web orders from numerous client web sites (flex/flash/C#) and creates PDF layouts and renderings on the fly using client specific information, color manages and prints to various appropriate printers. On-site training & support for multiple Fortune 100 clients. Collaborator on multiple client web sites. Domain administrator. Cat6 network design. Creator of two out of three most important Tricycle innovations (company vote 2008). DSS Technology has been presented at the Smithsonian's Cooper-Hewitt Design Museum in NYC.

Manager, Art Department: Chattanooga Printing & Engraving Chattanooga, TN: 2004

Transition consultant (starting 2000) on a first time conversion from conventional prep to a digital art/pre-press department. Post-purchase setup, training and ongoing support of departmental systems & personnel. Windows, OS X, & AIX system administration. Implemented back-up system. Equipment maintenance.

Account Executive: Ideagraphx Chattanooga, TN: 2001–2004

Responsible for sales of digital printing. Designed web system for submitting variable text print jobs. Managed advertising agency accounts and more demanding color clientele. Supported pre-press personnel on difficult jobs. Developed and sold digital printing products for Olan Mills Photography.

Executive Vice President-Branding: Andalan Confections Ft. Oglethorpe, GA: 1998–2001

Created and positioned the Edo brand of interactive candy. Organized, wrote, and executed successful national PR campaign. Nationwide placement in Target. Developed e-commerce web sites (Perl/HTML). Wrote business plan and financial projections. Oversaw packaging design and printing. Invented & built Westcott Horizontal Flow Wrap Feeder. Modified existing production equipment and built production line.

Manager of Digital Technologies: Lee Graphics Dalton, GA: 1998–1999

Year-long consulting project revamping art department at a \$12 million offset printer. Managed staff of 25. Hired & trained personnel in all aspects of pre-press. Trained new pre-press department manager. Trained pressmen on color. Demonstrated to employees, through practice and instruction, the value of organization and planning, thereby enabling the ongoing success of the department. Eliminated late jobs. Cut costs through efficiency gains and renegotiation of outside contracts. Selected and acquired new pre-press equipment. Invented a digital production process to produce the ballots for the state of Georgia 2000 national election. Improved existing dye-sublimation printing and created digital dye-sub proofing process.

General Manager—Digital: Elite Group (Commercial Printer) Chattsworth, GA: 1997–1998

Responsible for daily operations of art/pre-press/plating depts., color approval on press, and instructing pressmen on general press problems. Development of art staff—instruction on best practices, layout, design, color and balance, proofing, photography. Developed remote proofing using color managed PDF with clients in Mexico and Europe. Renegotiated supply contracts for savings of more than 25%. Improved customer service. Drastically reduced time to proof. Devised and implemented job tracking system. Re-equipped art department & made profitable. Created offset dye-sublimation process using applied color theory.

Production Artist: ImageWright/Digitone Graphics/TMI Chattanooga, TN: 1993–1997

All aspects of art/pre-press production including layout, photo-editing (including food & cosmetics), drum scanned color separations, film output, trapping, imposition, and client contact. Photo editing clients include Coke, Chattem (Maybelline, Icy-Hot, Bullfrog), Carl's Jr/Hardees, Krystal Restaurants, Beaulieu.

G.P.O. Manager: Quick Print S.E. Inc. Chattanooga, TN: 1988–1993

Managed Government Printing Office contracts, including Gov't liaison and bid acceptance, handling as many as 150 GPO jackets in house at a time, full time staff of 18+, typesetting, estimating, and production for the nation's 45th largest quick printer. Two years A/R accounting.

Freelance Development

Tanner Hill Gallery Chattanooga, TN: 2004 to present

Advertising and design client. Design and produce ads for national and regional art magazines to publication specifications. Design and production of gallery exhibit posters and post cards. HTML/CSS web design and programming. Currently developing a new web site (Drupal with CSS based custom theming).

Partner: Westcott Design Group *Chattanooga, TN: 1992–2004*

Responsibilities included concept, copy writing, HTML, Perl, Java, Flash & CSS coding, press-checks, creative briefs and project specifications, vendor liaison, client relations. Highlights include producing the coffee table book *Rock City Barns—A Passing Era*, two '97 PMA Ben Franklin awards (Gold and Silver), Numerous Chattanooga Addy awards, District 7 Addy award, '98 International Summit Creative Award (Silver).

CARTA 2005 Bar coded Chattanooga bus tickets with variable data programming in postscript & C# to produce a compact graphically intensive .ps file with the headroom of only one page of ps code.

Olan Mills *Chattanooga, TN: 2003*

Worked with Olan Mills Photography IS department to automatically produce layouts and offset printing plates by scripting Quark Express.

Anderson Hardwood Flooring *North Carolina:*

2009—Hard surface simulations, photography and 3d rendering development. *Tricycle*

2000—Freelance product development on Pizazz line of custom dye-sublimated hardwood flooring.

1997—Developed methodology for first dye-sublimation (offset transfer) onto wood product for Anderson.

Invision Carpet Systems/J&J Carpets *Dalton, GA: 1997*

Invented the first realistic Digital Sample System (DSS) resulting in ICS's largest carpet sales contract to date (Sun Microsystems campus). Technology used by APSO (Leeds UK / acquired by Tricycle, Inc. 2004). DSS technology has been presented at the Smithsonian's Cooper-Hewitt Design Museum and has been the recipient of numerous awards for sustainability and design including the UK's Green Apple Award and a Fortune—Gold Idea Award. DSS technology currently replaces custom and running line physical samples on a daily basis at 9 of the world's top ten carpet companies saving oil and other natural resources, time to market, and financial resources.

EDUCATION

B.M.—University of Tennessee, Cum Laude

CERTIFICATIONS

Scitex Brisque 1997, FAF 1997, Scenicsoft Preps 1997, Dainapon Screen (color theory & practice) 1994

LANGUAGES

C#, XML, X|HTML, CSS, PHP, Java, Perl, VBScript, Postscript L2–3

PROFICIENCIES—SOFTWARE

Adobe's Creative Suite—Adobe Photoshop (+SDK), InDesign (+SDK), Illustrator, Dreamweaver, Flash, Fireworks, PDF, Freehand; Adobe Framemaker, Corel Draw, Etc., MS-Office (+SDK), Quark Xpress (Mac/PC), OS X, XP & Vista, Windows Server 2003/2008/Active Directory, AIX (Unix), Tortoise SVN, Etc.

WORK EXAMPLES:

<http://www.clayton-miller.com/cadence/>

The Cadence web site is a good example of a typical Tryk Studio Platform. Tryk Studio represents the work of six developers over several years to arrive at this version. The front end is a Flash/Flex mix. The back end consists of an MS-SQL 2005 database and a very complex set of .NET services which receive and send orders to four different rendering engines and to Tricycle's 3di which renders room scenes with dynamic load distribution between the rendering servers. Carpet designs are re-colored based upon user choices and rendered on the fly using the current incarnation of my DSS carpet rendering technology. Users are able to see the virtually tufted carpet in various sizes and installed in preselected rooms, also rendered on the fly as there are far too many permutations on a typical site to pre-render and cache the images. My specific work in this site involves complete, ongoing testing and bug reporting, the re-sampling methodology, the room scene authoring, color systems, back end processes relating to on the fly generation of images and the back end system which accepts orders from the cart and has a printed sheet on the interior designer's desk the next morning, as well as the invention of the method for simulating carpet from machine files. In earlier versions of this and other sites I was also responsible for XML scripting and replication of an ARC database from development servers, to staging, to live.

<http://www.tannerhillgallery.com>

Tanner Hill Gallery is a low budget freelance job. Tanner Hill wanted a site with New York elegance and simplicity which would display both their known and unknown artists work and bios using a taxonomy that was logical to their targeted art buyers. Two days after launch Tanner Hill Gallery made its first ever internet sale. Certain elements are still waiting on the client. All of the work is mine. The site is XHTML and CSS with a simple java script to swap images on the home page. It launched a few weeks ago and is still very much a work in progress. Future development will migrate the site to Drupal and the client will be able to upload and maintain content easily; much of the design will remain intact on the new Drupal site.

<http://www.noodlab.com/?loginid=c13f04f8-ee5c-4736-81da-e90b5e1a8476>

Nood Lab is another Tryk Studio. It looks much the same on the surface but underneath the hood it is very different. This was considered an impossibility by most in the company and until late summer 2009 the site was a static HTML site due to the complexities of offering recoloring of patterns with a carpet of this type (piece dyed). When I was asked to devote several hundred hours to write the scripts required to generate content for Nood to make it similar to Interface Flooring System's <http://www.bentleyprincestreet.com/CreateColors/Step1SelectStyle.aspx> (here "Saturnia" content is my work with the site coding done by mainly by Interface and a Tricycle developer), I instead proposed a method by which the existing studio structure and back end systems could be utilized for piece dyed goods. In the real world each color is produced with a chemical dye process after the carpet has been tufted using a careful mix of materials. There must be 22 variants on each dye color in the database, each corresponding with the dye take-up properties of the raw yarns. These I modeled with a mathematical process based on the optical properties of the fibers written into a C# windows application which computes the values, interfaces with two related legacy Access databases and inserts|deletes appropriate records. Additionally for this site with its mix of large and small patterns, I devised a scheme whereby the room scene used is selected based upon pattern size as retrieved from the SQL 2005 database. In September of 2009, the new NoodLab web site and printed Tryks were a part of the Facebook office redesign. Winning the bid using the new system, Nood, Facebook and the design firm saved time, money, thousands of gallons of water and a good bit of oil in the process.