

Daniel S Westcott— Software Developer | Analyst | Architect

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Profile

- ♦ **Complex Thinker:** Able to create innovative solutions to uncommon problems
- ♦ **Software Design:** Capable of concise, buildable solutions with end user focus
- ♦ **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
- ♦ **Interpersonal Skills:** Calm under pressure, loyal team player, great with clients and colleagues
- ♦ **Development:** Collaborator on complex sites, intranets and back-end systems (Fortune 100 clients)
- ♦ **Communication:** Clear, understandable, on-target—able to convey complex subjects in a simple way
- ♦ **Invention:** Proven track record of creating market viable intellectual property.

Notable Achievements

- ♦ Invented DSS green sampling technology for digitally simulating carpet from machine files—exhibited throughout 2010 in the Smithsonian Cooper-Hewitt Design Museum's National Design Triennial: Why Design Now? and is now included in the Smithsonian's permanent collection—*J&J/Tricycle*
- ♦ Invented automation system for on demand production of PDFs from custom web order data—*Tricycle*
- ♦ Invented, designed and led team on Matchmaker application & GUI for intuitive color matching—*Tricycle*
- ♦ Invented digital process to produce year 2000 election ballots for the state of Georgia—*Lee*
- ♦ Designed and developed high volume back end systems for LasVegas.com

Awards

- ♦ Gold Idea Award-Fortune Small Business (DSS)—*Tricycle*
- ♦ Two Publisher's Marketing Assoc. Ben Franklins, Gold (Art, Music, Photography) and Silver (Travel)
- ♦ Green Apple Award for sustainability (DSS)—(UK Parliament)—*Tricycle*

Experience

SEM Developer: Simpleview, Inc., Tucson, AZ: March 2010—present

Architecting & coding new CMS modules for client web sites such as dynamic redirects (LasVegas.com VisitDallas.com), meta tools suite (VisitUtah.com, VisitHouston.com), blog module (Houston) and newsletter modules (experiencegr.com; Albuquerque) using Coldfusion, JavaScript, Python, T-SQL, and various other languages. Improving function through refactoring existing code. Debugging, analysis, and remediation of reported service issues on multiple versions of existing CMS. Writing, revising, and optimizing complex SQL queries, indexes, and data import scripts. Project scoping. Collaborating with colleagues on large projects and training/knowledge sharing where appropriate. Direct client contact, meetings, and client training.

Color Development Specialist/R&D: Tricycle Inc., Sustainable Design Firm, Chattanooga, TN: 2004–2009, Consulting 2010—present. Invented Digital Sample System (1997) technology used by Tricycle & exhibited throughout 2010 in the Smithsonian Cooper-Hewitt National Design Museum. Handled all things color, from internal software systems to inventing algorithms & software for color matching and 3D rendering. Conceived, designed, proposed, managed and lead team to build automation system which receives web orders from numerous client web/intranet sites (C/C++/C#/SQL/Flex/Flash/ARC on top of our CAD and 3D software) 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. Project architect, requirements gatherer, client liaison, and lead for Fortune 100 software initiatives. Creator of two out of three most important Tricycle innovations (company vote 2008). Ongoing consulting with Tricycle and Fortune 100 clientele.

Manager, Art Department: Chattanooga Printing & Engraving *Chattanooga, TN: 2000–2004*

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 integration. Implemented back-up system. Reduced make-ready waste by more than a pallet of paper per week per press with calibrations, profiling, and fingerprinting of presses.

Account Executive: Ideagraphx *Chattanooga, TN: 2001–2004*

Responsible for sales of digital printing and new product development. Designed web system for submitting variable text print jobs. Managed advertising agency accounts and more demanding clientele. National clients included Olan Mills Photography, Little Debbie, and Litespeed Bicycles.

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 back end (Perl). 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 project at a large commercial offset printer. Invented a digital production process to produce the ballots for the state of Georgia 2000 national election. Improved existing offset dye-sublimation printing and created the first digital dye-sub proofing process. Cut costs through efficiency gains and renegotiation of outside contracts including large capital projects. Eliminated late jobs. Managed staff of 25. Demonstrated to employees and management the value of organization and planning, thereby enabling the department's ongoing success. Hired & trained personnel in all aspects of pre-press. Trained new pre-press department manager. Trained pressmen on color.

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

Made department profitable. Developed color-managed, remote, contract proofing system successfully used with overseas clients. Renegotiated supply contracts for savings of more than 25%. Improved customer service. Instituted service level agreements. Drastically reduced time-to-proof (<=24 hours). Devised and implemented job tracking system. Negotiated capital contracts and re-equipped art department. Created reliable and predictable offset dye-sublimation process using applied color theory. Responsible for daily operations of art/pre-press/plating departments, on-press color approval, and instructing pressmen on general press problems. Staff development—instruction on best practices, layout, design, color and balance, proofing, photography.

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

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

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

Managed Government Printing Office contracts, including government liaison and bid acceptance, handling as many as 150 G.P.O. jackets in house at a time, full time staff of 18+, estimating, and production for the nation's 45th largest quick printer. Two years A/R accounting. Modified machinery to produce new products. 24-7 first-line repair of commercial high speed xerographic machines.

Freelance Development

CARTA 2005 Bar coded Chattanooga, TN bus tickets with graphical 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 automate layout production and direct-to-plate offset printing plates with scripted Quark Xpress.

Anderson Hardwood Flooring *North Carolina:*

2009-Hard surface digital simulations, photographic and 3D rendering development.

2000-Freelance product development on Pizazz line of custom dye-sublimated (digital) hardwood flooring.

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

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

Responsibilities included concept, copy writing, front end and back end web systems, press-checks, creative briefs and project specifications, vendor liaison, client relations. Comprehensive knowledge of design, pre-press, & printing; strong color skills. 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).

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 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 jobs, 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, Dainippon Screen (color theory & practice) 1994

PROFICIENCIES—SOFTWARE—SDK EXPERIENCE

Adobe's Creative Suite (+SDKs), Framemaker, Freehand, PDF, RDBMS (MS-SQL Server 2005/2008, ARC), Tortoise SVN, MS-Office (+SDK), Quark Xpress (+scripting)(Mac/PC), Windows Server 2003/2008/Active Directory, Visual Studio. **Multi-platform:** AIX (Unix), OS X, Windows

PROGRAMMING LANGUAGES

AS3, C#, ColdFusion 8 & 9, CSS, Flash/Flex, JavaScript/jQuery/Prototype, Postscript L2–3, Python, T-SQL, X|HTML, XML