

Daniel Yazvac

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Objective

To position myself within the Agency, Printing and/or Publishing Markets utilizing my extensive skills and expertise in file construction, document preparation, Photoshop Retouching, Color Correction, Image Creation and Enhancement and digital photography (and file/image post processing).

Experience

4/2010 – Present **UPMC Marketing** **Pittsburgh, PA**

Chief Production Artist & Color Specialist

As UPMC's Chief Production Artist and Color Specialist, I am our primary production resource for all high profile pieces produced through the corporate marketing department. As our resident color specialist, I work closely with our Photography Staff (Oakland office) and am responsible for all post processing, color correction, image manipulation and enhancement for any image that is going to be used in broad distribution. With a full staff of talented designers, I am always busy with post-design, file setup and preparation, including extensive retouching as well as page layout, graphics (elements) creation, along with the final project collection/ packaging, pdf creation and release of related material to press and publication. As UPMC's chief production artist, I have worked on all Annual Reports, Community Benefits Reports and most other major projects, making each a model of expert file preparation, color reproduction and brand representation. As a strategic member of our staff, I have been quite involved in the development and rollout of our "new brand" standards, signature photostyling treatment, and overall branding. While employed at UPMC, I've worked on projects that have gained critical acclaim, and won industry awards.

8/2007 – 4/2010 **Brady Communications** **Pittsburgh, PA**

Prepress Production Specialist

As Brady's Prepress Specialist, I was daily tasked with a very broad range of technical and production responsibilities from in-house digital photography to hi-end, advanced digital retouching, color correction and image manipulation to everyday file preparation, using industry standard applications such as Adobe (CS3-CS5) InDesign, Illustrator, Acrobat, Photoshop as well as Quark Xpress and various third party software applications related to our Epson Printers, RIPs, scanners and Canon 40D camera. As a Prepress and Print Production Specialist, I worked on many of our hi-profile accounts, such as American Eagle, Delmonte Pet Foods and Tippman Paintball. In that capacity, I took on many projects from start to finish, handling all of the file setup and preparation, including extensive retouching as well as page layout, graphics (elements) creation, along with the final project collection/ packaging, pdf creation and release of related material to press and publication. In addition to my primary responsibilities as a print production specialist, I was also our resident photographer, taking shots from studio product setups, to on-sight people and environment subject matter. In this role, I researched, suggested and proposed new studio and camera equipment for Brady's mid-range studio capabilities. I was also responsible for all the post processing of our digitally captured images – CMYK conversions, outlining, image merging, color correction, retouching and general image optimization for press, display and web applications.

HARDWARE Configuration:

Work Stations: Macintosh Power PCs (G5s) – OSX, Canon 40D 10.1 MP Camera

Printers & Peripherals: Zerox DocuColor 242, Epson Stylus 9800, ColorBurst and EFI Fiery RIPs.

SOFTWARE:

Photoshop, QuarkXpress, PageMaker, InDesign, Illustrator, Acrobat, ColorBurst and ColorWise.

3/2000 – 8/2007

D.A.Y.Graphics

Pittsburgh, PA

Image & Desktop Production Specialist

Wholly responsible for the day to day operations and maintenance of a hi-end digital service bureau specializing in file prep, document construction, scanning, retouch, image manipulation and digital photography and photography post processing (CYMK Conversion, Color Editing, Image Enhancement).

Retoucher

Process, evaluate and execute all retouching related projects, utilizing extensive Photoshop technique skills and knowledge. Over twenty years image retouching experience, starting with proprietary retouch workstations (predating Photoshop). Extensive experience working on camera raw, RGB digital photography files, post processing, CMYK conversion, color correction and all needed and necessary photo enhancements associated with the field of Digital Photography and Print Reproduction. Expert understanding of Color and Color Theory as it relates to 4/C Process Printing and alternate image end usages (Display Presentation, Web, etc.)

As an Image and Production Art Specialist, I am also versed in the use of all contemporary industry applications – InDesign, QuarkXpress, PageMaker, Illustrator, Freehand and Acrobat. This allows me to infuse that knowledge and capability into my overall retouching arsenal, by creating Vector and Postscript elements, incorporating as needed into my Photoshop creations as well as completing projects for final print and web reproduction.

Special Skills:

Color Correction (Product & Image Matching), Clipping Paths (fast and precise), expert Rubber Stamping techniques, Dodging, Burning, Selective Color Correction, Tone and Curve Moves, Alpha Masking, Silhouetting, Shadows, Complex Layer and Layer Set (Group) file Construction.

HARDWARE Familiarity:

Work Stations: Macintosh Power PCs (G4s, G5s) and Windows based PCs

Scanners: Scitex, Howtek & Optronics

Printers: Epson Stylus PRO 4000, 4800 and 9800 as well as most other manufacturer industry related models.

SOFTWARE Capabilities:

Adobe Creative Suite – Photoshop, Illustrator, InDesign, Acrobat; Freehand, QuarkXpress & Passport, Pagemaker, Scitex Smart & ColorRight (Scanners), ColorWise (Epson Printers), ColorBurst and numerous secondary software and utility applications

9/1997 – 3/2000 Gamma Sports Pittsburgh, PA

Creative Director

Established and maintained an in-house, creative/production department responsible for the design, development and production of all company related advertising, marketing and sales materials. Also introduced in-house, digital photographic services and capabilities, photographing entire company product line for catalog production and web usage. Product line was regularly updated with a continuous need for image enhancement, color correction and visual optimization.

9/1985 – 9/1997 Filmet Color Laboratories Swissvale, PA

Operations Manager

Promoted to Operations Manager, I managed and oversaw the entire Prepress Division with an emphasis on quality control and the proper production techniques associated with all related equipment – including all prep and retouching working stations. As Operations Manager, I played an important role in the day to day production tasks, serving as a working manager - trouble shooting, taking on many of the more involved, complex projects, utilizing my training and experience with our Retouching, Scanning, Page Composition and Desktop production workstations.

Retouch Division Manager

Established and maintained **Pittsburgh's first**, digital retouching resource. Nicknamed "Moonbase", the department housed a Crosfield Drum Scanner, 3 Dicomed Imaginator Retouch Workstations, File Servers and Digital Film Recorders.

As a premier retouching resource, we serviced accounts nationally, offering the very best in retouching and image editing services. Some of our clients included Stouffers, National Geographic and the Franklin Mint.

As the department and technology changed, Macintosh Workstations were added and Photoshop was incorporated into the mix. As Macintoshes capabilities, speed and firepower expanded and Adobe's Photoshop evolved with added capability and functionality, the proprietary workstations were phased out and all work was done in a streamlined, Macintosh based, desktop work environment.

Retoucher – Production Artist

Performed contemporary art production techniques including typesetting, paste-up and complex Rubylith [Exacto Knife cut] masking. Specialized in traditional photo-retouching utilizing airbrush, pencils and dyes as ultimately needed for 4/Color Separations and Printing and Photographic reproduction

Education

9/1981 Edinboro University Edinboro, PA

Bachelor's Degree

Major - Communications Graphics

Graduated Summa Cum Laude with 3.8 QPA

Selected as top graphics student in department competition for staff artist position within school's Public Relations department.

Skills

Scanning, Retouching, Image Manipulation, Page Layout & File Preparation, Illustration, Prepress Production and Digital Photography and Post Processing

Specific Skills

Retouching

Expert Proficiency in all aspects of Photoshop Retouching Techniques including, but not limited to Image Creation and Manipulation, Pathing (Precise Pen Tool Outlining), Rubber Stamping (Pixel Cloning), Image Adjustments (Curve & Tone Moves, Selective Color Correction, Channel Mixing, etc.), Selective Image Area Masking (Color Range), Document Construction (File Layers, Layer Sets and the Use of Multiple and Varying Layer Mode Options).

Extensive background and experience in Color Correction and Image Optimization as it relates to optimal image reproduction (4/C, Web and Display Presentation).