

## Curriculum Vitae

## Kenny Dorman

## Personal Profile

Adaptable, quick learning and focused individual, with experience applied across a wide gamut of organisations and roles. A consensus building team player, who combines IT / Web / Graphic Design skills with creativity; excellent interpersonal, organisational and communication qualities.

- Software industry veteran: **Aldus**, **Adobe**, **Picstel**, **Vebnet** and **Craneware**
- Adobe Certified Expert: Raster, Vector, DTP Technologies
- Communicator/Evangelist – speaker & technical presence at software industry events and technical seminars:
  - **MacFesta** (Valetta, Malta)
  - **Moscone Center** (San Francisco, USA)
  - **DRUPA** (Frankfurt, Germany)
  - **MacIS Europe** (Dublin, Eire)
  - **Adobe Europe Technical Summit** (Paris, France, | Seattle, USA)
- Studio Manager of Facilities House / Bureau
- Pop star! Co-founder & drummer of 80s band **H2O** [1978–1984]
  - UK Top 20 Hit
  - **UK & European TV appearances** / Radio performances

## Relevant Experience

- Website Creation / Management / Development
- Design for Print qualified Graphic Designer
- Press-ready Preflighting & Production
- HNC Qualified Scientific & Technical Illustrator
- Technical Product Support & Trainer

## Key Skills

- Graphics / DTP Specialist
- Traditional & Digital print workflows
- Web / UI Design
- Digital Video
- IT / Networking – x-platform systems integration and administration

## Recent computer experience

- XHTML / CSS2.1, HTML5 / CSS3, Flash, Javascript / jQuery, Postscript / PDF
- MS Windows 95, 98, NT, 2000, XP, 7, 8
- Mac OS Classic 7.x through 9.x, OS X 10 – 10.7
- Adobe Creative Suite (Design & Web Premium) 1 through 6

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Profile (.doc)  
CV (.doc)  
CV (.pdf)

## Experience

Key Skills  
Computer experience

## Employment

Adobe Systems  
Picstel Technologies  
dormanDESIGN  
Mellow  
Vebnet  
Craneware

## Education

Qualifications  
Other Qualifications  
Awards  
Interests

## Other Links

H2O on BBC (TOTP)  
Freezbreez  
Environ-IT  
NYCoS  
Special-K  
Adobe  
Picstel  
DRUPA  
MacIS  
Vebnet  
Craneware

## ▶ Craneware plc

[July 2006 — Present]

**Web Development Manager\*** [July 2006 - May 2007]

*\*Reporting directly to the **Chief Operating Officer.***

**Corporate Design Manager\*** [May 2007 - September 2010]

**User Experience Architect\*** [September 2010 - Present]

Another young rapidly developing company but already established as the number one vendor in their market place. Craneware was formed in 2000 to address the need in the US Health Industry for revenue cycle management of Chargemaster medical billing systems.

Initially, 'ghosting' the position of **Web Development Manager**, I recruited my replacement but it took a year to find the correct candidate. Immediately transitioned to become the **Corporate Design Manager** establishing quality improvements, automation procedures & templating systems for a consistent corporate presentation layer. Promoted to, and currently working as, **User Experience Architect** where, once again, I've introduced a cosmetic continuity across Craneware's range of software products/applications and internal bespoke corporate tools.

### Responsibilities:

- Administration of Craneware's public & secure (Intra/Extranet) web sites
- Hiring manager for new web development recruitment resources
- Management of small web development team (4)
- Creation of prototype layouts meeting modern standards & accessibility compliance
- Responsible for migrating sites from legacy HTML4 framesets to modern XHTML fixed & fluid CSS layouts
  - More recently, constructing media query 'responsive' layouts/architecture, modular design patterns, typographic rhythm, introducing HTML5/CSS3, jQuery sliders/gallery solutions, dual density display @2X raster resources
- Production/administration of web assets
  - Dynamic & Static content/resources
  - Font Sets
  - HTML Mail Campaigns
  - Web Banners
- Production/management of corporate publishing
  - Adverts/Promotions/Sponsorships
  - Event Stands/Banners, Corporate Signage
  - Executive/Board members photographic sessions direction
  - Data-Diagrams, Flow/Organisation Charts
  - Interim/Annual Reports, AGM Notices/Minutes, Stationery & Business cards
  - Photo. re-touch/Colour correction
  - Presentation Slides/DVD Interfaces/Movie Loops/Screen Savers
  - Templates/Automation Workflows
- Management of print brokering & production
- Management of corporate branding deliverables
- Creation of Craneware's core application icons, toolbar widgets, splash screens
- Liaison with internal Administration, Data, Development, Finance, HR, Marketing, Support, Technical Author, Testing, and Leadership Agenda teams; plus external agencies/bureaux etc.

**▶ Vebnet Ltd.**

[November 2004 – June 2006]

**Web Design Engineer**

A relatively young company, Vebnet was formed in July 2000 to address the need in the HR market place for affordable, effective solutions for 'virtual employee benefits'.

**Responsibilities:**

- Administration of corporate web site
- Client liaison\*
- Management of Vebnet's corporate branding
- Production of corporate event graphics – static & dynamic content
- Web UI creation for Vebnet's FIX&FLEX® solution, to strict client branding specifications/guidelines

**\* Clients included:**

BAA  
British Telecom  
Heineken  
KPMG  
Price Waterhouse Cooper  
Prudential  
Schroders  
Sony BMG  
Standard Life  
Virgin

**▶ Mellow Ltd.**

[December 2002 – March 2004]

**Graphics Specialist / Director**

Brand new company established by corporate sponsors; registered with Companies House, Jan. 2003.

**Responsibilities:**

- Acquisition & technical administration of all hardware
- Advertising
- Archival & image asset management procedures
- Catalogues [Electronic + Print]
- Corporate branding: stationery, fonts, style sheets, templates
- Customer/Client interfacing/liaison
- Direction of product photographic sessions
- Digital image enhancement, colour correcting pre-production samples
- Electronic communications & networking administration
- Origination/production/management of all graphical content
- Packaging
- POS (Point-of-Sale) for retail channel & trade events
- Print Brokering
- Sourcing & Version Control of all software
- Web Site UI

► **Picisel Technologies Ltd.**

[October 2000 – February 2002]

**Technical Author / Publisher**

Working with restricted access to resources & financial CapEx budget, due to the embryonic development stage Picisel Technologies were at when first joining the company, I enjoyed overcoming a variety of challenges managing & creating global corporate documentation in multiple disciplines/mediums.

**Responsibilities:**

- Origination of 128 Patent diagrams/illustrations for ePAGE intellectual property submissions – [see Picisel sues Apple for patent infringement](#)
- Origination of Engineering White Papers
- Origination of three brand new logos for Picisel Group subsidiaries
- User interface design e.g. icons, “widgets” (buttons, scrollbars etc.); concept mock-ups
- Design & implementation of various intra/inter/extranet | html/css/javascript/flash solutions
- Insertion of javascript functionality in pdf administration/authorisation forms
- Conversion of paper-based content with ocr scanning tools for digital archives
- Compilation of recto-verso duplex formats, re-purposed, catalogued & indexed for electronic delivery
- Production of all press ready artwork – dvd/cd-r jewel cases, dvd/cd-r labels, perfect or wiro-bound book binding, corporate A5 directory, powerpoint and flash animations for technical, sales, marketing presentations; plus self-running cd-r based kiosks & screen savers

► **Adobe Systems Europe Ltd.**

[May 1993 – March 2000]

**Product Support Engineer\*** – Adobe Vector Technologies [1998]

*\*Also, deputising for the Product Marketing Manager.*

**3rd Level Technical Support** – Adobe Frame Technologies [1997]

**3rd Level Technical Support** – Adobe Prepress Technologies [1995]

**Software Quality Assurance Engineer** – Aldus Europe Ltd. [1994]

**Technical Support for Prepress Technologies** – Aldus Europe Ltd. [1993]

Global brands, technological innovators, industry leaders. Adobe created the Postscript language. Aldus’ CEO, Paul Brainerd, coined the phrase Desktop Publishing (DTP) using their flagship software product PageMaker. Adobe & Aldus merged in 1995.

**Responsibilities:**

- Build/strengthen partnerships with European & USA contacts
- Development of product support infrastructure
- Ensure product issues are logged with quality assurance & accuracy of product information for legal department
- Maintain personal knowledge of technology workflows & latest global technical advances
- Present new Adobe technologies to Adobe personnel & various external audiences
- Provide latest technical information to distribution channel & product information to customer services/sales group
- Provide workable solutions for support escalations & latest technical information to outsourced European Support Centres
- Report confirmed bugs to development engineering & localisation teams
- Resolve customer complaints to satisfaction of customer
- Support product marketing managers, operations & manufacturing groups
- Supply Adobe’s European OEM partners & OEM teams with technical guidance
- Technical management of multi-regional products
- Train/educate outsourced support/call centres

**▶ dormanDESIGN**

[February 2002 – Present]

**Freelance Graphic Designer & Illustrator**

Specialising in graphically rich content, repurposing to a variety of mediums & media, tailored to accommodate clients' brief and budget. Referral business gained.

**Clients:**

- **Spektra Systems Ltd.**
  - Design & production of marketing collaterals, technical white paper, plus brand identity for 1st generation ('Origo' compliant) financial software package 'Open Transaction Server 1.0', [OTS 1.0]; incorporating product splash screen, product icon, CD-R label and jewel case; consultancy expertise provided facility to reduce corporate overheads with respect to brokering high quality yet cost efficient production
- **National Youth Choir of Scotland** [NYCoS]
  - Illustration of triplet in series (*I also illustrated the first two*) of musical books targeted at children by NYCoS
  - Repurpose A4 cover illustrations to meet formatting criteria of Audio CD-R
- **Environ-IT Ltd.**
  - Design of corporate identity and all stationery for IT developer/specialist; client primarily working on Forestry Commission contracts, requiring company brand to reflect association with forestry/eco-system, yet endorse technical ambience of IT/Developer service
- **Caledonian Classic Motorcycle Tours**
  - Origination of nostalgic yet contemporary corporate identity and stationery for new business partnership; reflecting relationship with specific brand of bikes used when touring Scotland
- **Door Mirrors Direct Online Ltd.**
  - Design of corporate branding and supply of modular graphical components for direct selling web-based supplier of vehicle door mirrors
- **The Roofrack Shop Ltd.**
  - E-working and prepress/print production of corporate stationery
  - Design & brokering of external acrylic + internal vinyl reverse adhesion signs for new premises incorporating visual/preview mock-up of signage prior to deployment
- **freezbreez Ltd.**
  - Origination of Corporate ID, stationery, business card, flyer, Yellow Pages advertising, customised registration plates & van livery, domain registration & temporary web holding page
- **Paton Construction Ltd.**
  - Origination of Corporate ID, stationery, business card, timesheet, domain registration & temporary web holding page, customised registration plates & van livery
- **West Calder Health & Fitness Centre**
  - Origination of Corporate ID, production of promotional/information leaflet, provision of additional graphical assets for future independent projects
- **JLR Training Ltd.**
  - Origination of Corporate ID, and artwork for plastic business card, temporary web holding page, animated logo

## Education

### **HNC/HND Scientific & Technical Graphics**

Telford College, Edinburgh [1988 – 1990]

### **OND Design for Print**

College of Building & Printing, Glasgow [1978 – 1980]

### **3 Higher Grades & 7 O'Levels**

Largs & Ardrossan Academies [1976 – 1978]

### **Other Qualifications**

- **Certified Internet Webmaster** – Netresources Ltd.
- **Introduction to Programming C++** – Heriot-Watt University
- **Unix Fundamentals** – QA Training Certificates
- **Supporting Windows NT Essentials** – QA Training Certificates
- **Supporting Windows'95** – QA Training Certificates
- **Network Primer** – QA Training Certificates
- **Adobe Developers Postscript Training** – Levels 1-3
- **Adobe Illustrator revisions 7, 8, 9** – Adobe Certified Expert
- **Selling Essential Techniques & Negotiating Skills** – Institute of Sales & Marketing
- **UK Sales Training & Management Development** – Institute of Sales & Marketing

### **Awards**

- **Outstanding Service Award** [December 1999] – Adobe
- **5 Year Service Award** [May 1998] – Adobe
- **Chartered Society of Designers Qualification** [C.S.D.] – Telford college
- **Royal Society of Artists Certification** [R.S.A.] – Telford college
- **Queens & Presidents Medals; Duke of Edinburgh Award** – Boys' Brigade

### **Interests**

- Design
- Drums
- Music
- Video
- Golf
- Stunt Kites
- Backgammon
- Siberian Huskies
- Driving/Maintaining (sigh!) my old Jaguar XJ8