

# David M. Harding



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## Profile

I'm a technically-oriented visual designer who loves to build. I design and develop data-driven web applications. Developing new skills and innovating is my greatest reward, and I also love working with and mentoring others. I regularly absorb new tools and techniques, from WordPress and the Adobe suite to front-end coding, back-end programming, databases and the command line.

I'm effective, pragmatic and systems-oriented. Every day I balance two goals: Identifying a task's best possible result, then accomplishing it efficiently.

In short, I work smart, hard and well with others to achieve awesome visual results.

View my portfolio at [davidmharding.com/portfolio](http://davidmharding.com/portfolio)

## Experience

### SENIOR WEB DEVELOPER / SENIOR PRODUCTION MANAGER - IMAGE CONSCIOUS 2014-PRESENT

**Spearheaded critical company web site presence:** Designed/developed e-commerce style company web site. Converted to WordPress CMS from custom code base. Added user accounts, wishlists/collections, many custom product attributes, heavily modified theme. Designed/developed second site via WordPress multisite with overlapping product selection to attract and serve new customer base.

**Developed custom web site features:** Added custom color search and filtering for web site. Scripted color palette analysis for 13,000+ images, allowing faceted color filtering and color search for artwork.

**Developed production workflows:** Developed automation processes to support workflow for incoming art, catalog and web production, as well as customer data/marketing support. Wrote scripts to automate data & image generation for company and customer web sites. Continuously improved tooling for web production workflows: git, WP API, WP CLI, bash.

**Developed critical automated file creation system:** Architected and developed in-house automation system for creating PDFs for print, streamlining company's main product workflow. Allows continuous processing of layout files to order with custom sizing and border treatments.

**Achieved business goals:** Production shift from commercially-printed product to customized print-on-demand in-house production, large increase in new product intake, rapid order fulfillment, customized, to-order product sizing & border treatments with no increase in personnel. Systematized artwork processing workflow. Drastically increased productivity.

### WEB DEVELOPER / DESIGNER / SENIOR PRODUCTION MANAGER - IMAGE CONSCIOUS 2009-2014

**Web Development:** Designed/produced data-driven e-commerce style company web site; refactored site back-end to use OOP PHP in custom code base.

**Print catalog production:** Efficiently produced multiple ~300-page softcover catalogs. Automated processes for production, continued to manage and support catalog production workflows.

**Database support:** Retooled product database to better support web & catalog production.

### WEB DEVELOPER / DESIGNER / PRODUCTION MANAGER - IMAGE CONSCIOUS 2003-2009

**Web Development:** Designed/produced data-driven company web site with full product catalog using LAMP stack.

**Catalog-on-disk:** Designed/produced data-driven, interactive, searchable catalog-on-disk.

**Advertising design:** Designed/produced monthly full-page display advertising for industry publications.

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## Experience, continued

**Database development:** Developed database to handle product data, catalog coordination and proofing, web site. Converted database to normalized relational system.

**Print catalog production:** Produced print catalogues & supplements. Color-corrected product shots. Developed and maintained highest standards of color & data accuracy while achieving significant cost savings by developing in-house production skills. Developed project management, graphic layout and data accuracy skills on multiple 450-page hardcover catalog projects.

**Large-format print design & production:** Designed/produced fine-art print publications, including in-house prototyping & proofing; performed & directed complex color correction. Brought large-format high-end color correction and contract proofing in-house. Developed archive/image store allowing development of in-house print-on-demand operation.

### GRAPHIC DESIGNER / PRINT PRODUCTION MANAGER - IMAGE CONSCIOUS 1997-2003

**Web development:** Designed/produced company web site; initially static, later data-driven.

**Advertising design:** Designed/produced full-page 4-color magazine display advertisements effectively promoting new products while maintaining brand. Worked with publicity team on goals, concepts, and designs, provided approval comps to team and business partners, provided final artwork to publications.

**Catalog production:** Coordinated print production for 350+ page hardcover catalogs and large-format posters. Coordinated photo shoots of incoming product. Approved contract proofing for large-format offset printing. Represented company interests at press checks in San Francisco Bay Area CA, Norfolk VA, Toronto ON.

**Database development:** Developed product database to improve product data accuracy.

### PRINT PRODUCTION ARTIST - IMAGE CONSCIOUS 1991-1997

**Design & production:** Designed/produced catalog page layouts. Coordinated product photography shoots. Reviewed and approved contract proofing for catalog and large-format poster work. Designed/produced print newsletters, price lists, stationery systems, trade show signage and direct mail pieces.

### OWNER/OPERATOR AT HARDING DESIGN - FREELANCE – 1997-PRESENT

**Designed/produced marketing materials** including social media campaigns (memes), landing pages, brochures & other materials for healthcare consulting startup.

**Designed/produced web site for local arts nonprofit.** Archived site: [silentfilm.aeous.net](http://silentfilm.aeous.net). Provided graphic production services (scanned & retouched stills; produced informational booklets, posters, signage, presentations & ephemera for multi-day recurring annual film festival).

**Designed/produced web site** for photographer. Archived site: [alanblaustein.aeous.net](http://alanblaustein.aeous.net).

### INSTRUCTOR, BEGINNING PHOTOSHOP AT KALA ART INSTITUTE – 2000-PRESENT

**Taught intensive 2-day workshops** in Adobe Photoshop.

## Education

**University of Wisconsin-Madison:** BFA, Fine Art, Art History

**AcademyX - San Francisco:** Web Development, Programming

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## Skills

WordPress, WooCommerce, WP-CLI,, WP API, HTML5, CSS3, JQuery & Javascript, PHP, MySQL, Git, Bash, PHP CLI, SIPS, ImageMagick, Filemaker Pro, Adobe ExtendScript (Javascript/JCX), Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat Pro, Color Correction, Retouching, Color Management, Web Development, Web Design, User Interface, User Experience, Graphic Design & Production

## References

Available on request