

NORA CANNADAY

Production Artist, Retoucher, Illustrator, Calligrapher,
Manager, Process Engineer, Adobe Maverick and Jill of All Trades

SUMMARY

I am a detail-oriented artist with strong background in print production and process engineering. I learn fast, assess problems quickly, and ensure designs go out on brand and on time. I am seeking fast-paced environments where my expertise can be put to good use.

WORK EXPERIENCE

TECHNICAL PRODUCTION SPECIALIST @ EXEMPLIS: 2018-ONGOING

Manages price lists and price guide. Works directly with engineers to create instructions sheets for new products. Creates technical illustrations. Works with outside contractors to supplement instruction production where needed.

- Created hundreds of pages price guide of content and ultimately combined three separate price guides under a single brand in a 420+ book.

FREELANCE PRODUCTION ARTIST, ILLUSTRATOR AND ARTIST: 2005-ONGOING

Works directly with clients to fulfill their needs. Walks clients through the cost differences associated with different final print options. Produces design and art proofs in the process of securing final approvals. Creates custom graphics: logos, business cards and more. Does remote retouching for a wide variety of photography subjects.

- **Fine Art:**
Dozens of happy fine art, illustration, calligraphy, retouching, and small print clients.
- **Teleflora: 2018**
Long term contract to solo the creation of over 300 workbook pages and do production on 600+ total pages. Built styles, and worked with small type and hundreds of assets to create a finished product that had exactly accurate charts, visually pleasing client-facing pages, and inviting and legible content pages.

KEY SKILLS

AREAS OF EXPERTISE

- Process Engineering
- Print Industry
- Color Management
- Production Arts
- Marketing Design
- Circulars and Catalogs
- Proofreading
- Prepress

DESIGN & PRODUCTION SKILLS

- Deadline **production**
- Design: **logos** and **layout**
- **Adobe** Photoshop, Illustrator, and InDesign
- Autodesk **Fusion 360**
- Microsoft Office: **Excel**, Word, and Outlook
- Photo **retouching**: architectural, product, event, and restoration
- **Photo collage**
- **Prepress and file prep** for web and press
- **Color proofing** to a spot match.
- Complex InDesign layouts including **catalogs** and grocery **circulars**.
- **Proofreading**
- **Template** creation
- Paragraph **styles** and **GREP** code
- **Style guide** compilation
- **Vector** graphics and dielines
- **Technical** illustration
- **Large format** file preparation

MANAGEMENT SKILLS

- Expert written & verbal **communication skills**
- Creative team **leadership**
- Interviewing and hiring
- Scheduling and work load strategy
- Procedure **documentation**
- **Process engineering**

SR. PRODUCTION ARTIST @ CHRYSALIS COMM. : 2017

Managed incoming requests from multiple Account Executives and juggled deadline projects for both print & web. Created email newsletters and other digital assets as well as a wide variety of print collateral including catalogs, banners, letters, post cards, and more. The work spanned a large variety of complex formats, for instance: cut and bound products with custom dielines, large format assets like trade show walls, interactive PDFs and pre-styled fillable forms.

Was responsible for final check on files as well as the release of files to external print vendors. Approved the final digital proofs when they came back from the print vendor.

PRODUCTION ARTIST @ IVIE & ASSOCIATES: 2016-2017

Weekly circular ad production for major grocery chain using Adobe InDesign. Averaged 60-80 items per ad, and 20-25 versions weekly. This required quick execution of clipping paths and text formatting. Additional duties included product retouching and proof-reading for copy accuracy and stylistic consistency.

- Created paragraph styles and templates to standardize work flow and solve team consistency problems.
- Pivoted the ad during a major change, which doubled our versions in less than 24 hours and created two entirely new formats. Decoded art director's concept into working product.
- Wrote the production style guide.

PREPRESS MANAGER @ JONDO, USA: 2013-2016

Functioned as both a manager and a production artist. JONDO is a print house that did printing and manufacturing on site.

Individually retouched photography, prepped cut paths for vinyl wall & window clings and folding boxes, did print proofing and spot matching, and tracked color accuracy with a spectrometer.

As a manager, I implemented a positive cultural shift in my department through selective hiring, training, and retention, resulting in greater self-sufficiency and better decision making at the lowest levels. Each team member became fully empowered to research print errors, record and work around software issues, and resolve problems between Prepress and Press. Each team member was good enough independently to train others which enabled us to scale up quickly during our peak season. Our mass production existed side by side with smaller projects like the retouching of gallery images for Super Bowl 50.

- Retouched more than 160,000 photos a year
- Lowered the department's reprints by more than 83%.
- Broke production records three years in a row.
- Piloted new color management system.

COLOR TECHNICIAN @ DUNN-EDWARDS: 2012-2013

Worked with associates to create sales assets in the form of architectural renderings. Formed complex image masks and proofed images to a spot match. Creative photo composite was done as needed.

EDUCATION

- **Bachelors of Arts: Studio Arts**
California State University Fullerton
- **Associates**
Santiago Canyon College

CONTACT INFO

NORA CANNADAY

E: NoraCannaday@gmail.com

W: NoraCannaday.com/productionarts

SOCIAL MEDIA



@NoraCannadayFineArts



@NoraCannadayFineArts



nora-cannaday-3272626b