

# PETER LAFRANCA

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## Printing Projects

- Magazines
- Newspapers
- Records
- CD Covers
- B/W Advertising
- 4/C Advertising
- Commercial Art
- Consulting

## Respective Accounts

- TIME INC
- McGraw Hill
- Ziff Davis
- Conde Nast
- Random House
- Columbia House
- Pub. Clearing House
- Alfred Pub.
- EMI Records
- Polygram Rec..
- RCA Records
- L'Oreal Promotions
- Bertelsmann Media Corp.
- N.Y. Newsday

## OBJECTIVE:

To make an immediate contribution in publication and commercial printing. Will utilize strong technical and supervisory credentials using a broad art background creating and transform design concepts to marketable realities. My proficient work ethics promoted me to managing foreman and supervisory status. I feel that I would be an asset to your company. References, portfolio and a full resume detailing my career are available upon request. Thank you for your interest.

## QUALIFACATIONS SUMMARY:

- Excellent management, staff training and concept development skills.
- Thirty years of supervisory and hands on experience
- Totally committed to quality and meticulous work ethics.

## CAREER HIGHLIGHTS:

- Became the youngest NEW YORK COLOR CENTER employee ever chosen to work on prestigious TIME MAGAZINE covers and edit. Conceived and constructed TIMES ad program, tracking master films for domestic and international shipment.
- Designed logo and advertising to promote a unified image for the FATHERS RIGHTS ASSOCIATION, a 30 member local group that grew to a national association in the tens of thousands.
- Working as a computer to plate operator combining conventional experience with digital knowledge to produce plates for press committing to professional excellence.

## COMPUTER AND TECHNICAL SUMMARY:

PC: Microsoft Word, Picasa2 Photo Retouch and Scanning  
MAC: Adobe Photoshop, Illustrator, Quark, Acrobat professional with PitStop, Creo CTP with Trueflow, PREPS and Prinergy workshop.

## EMPLOYMENT:

- Created Design Improv..... 2009 to Present  
Challenging Artistry for everyone to explore.
- Spectrum Graphics - Charlotte,NC..... 2008 to 2009  
1<sup>st</sup> shift Digital plate and proofing, CTP operator for sheet fed press.
- GENESIS PRESS - Piedmont, S.C..... 2007 to 2008  
2<sup>nd</sup> shift Digital CTP operator with MAC and PC. Scan proof and plate  
For Web and sheet fed presses.
- CORAL GRAPHICS - Hicksville, N.Y..... 1999 to 2006  
2<sup>nd</sup> and 3<sup>rd</sup> shift CTP operator and conventional stripping and  
impositions for sheet fed presses.
- U.S. WEB - Huntington, N.Y..... 1992 to 1999  
2<sup>nd</sup> shift prepress stripping and imposition stripping, trained in digital  
Imposition for web presses.
- NEW YORK COLOR CENTER - Syosset, N.Y.....1980 to 1992  
2<sup>nd</sup> shift supervisory foreman responsible for a 15-man crew to create  
final films for all TIME INC publications.
- DIRECT PRESS MODERN LITHO - Huntington, N.Y.....1978 to 1980  
1<sup>st</sup> and 2<sup>nd</sup> shift Started training in four color stripping, camera  
separations, proofing and plate making.

## CONVENTIONAL ABILITIES:

Camera, Scanning, Etching, Plotting, Stripping, Composing, proofing,  
And imposition for press