

## **Daniel S Westcott**

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### **Application & Web Developer | Analyst | Architect | Inventor**

#### **Profile**

- ♦ **Software Design:** Capable of concise, buildable solutions with end user focus
- ♦ **Development:** Collaborator on complex sites, intranets and back-end systems (Fortune 100 clients)
- ♦ **Complex Thinker:** Able to create innovative solutions to uncommon problems
- ♦ **Detail Oriented:** Attentive to detail and quality even when under pressure of deadlines
- ♦ **Process Driven:** Able to take an overview of an industry and understand the entire picture
- ♦ **Eye for Efficiency:** A natural at finding and eliminating bottlenecks and waste
- ♦ **Good Interpersonal Skills:** Calm under pressure; loyal team player; great with clients and colleagues
- ♦ **Writing:** Clear, understandable, on-target—able to communicate complex subjects in a simple way
- ♦ **Invention:** Proven track record of creating market viable intellectual property.

#### **Notable Achievements**

- ♦ Invented DSS green sampling technology for digitally simulating carpet from machine files—work was exhibited throughout 2010 in the Smithsonian Cooper-Hewitt Design Museum's National Design Triennial: Why Design Now? and is now included in the Smithsonian's permanent collection-*J&J/Tricycle*
- ♦ Invented automation system for on demand production of PDF's from custom web order data-*Tricycle*
- ♦ Designed Matchmaker application and GUI for intuitively matching colors-*Tricycle*
- ♦ Invented digital process to produce year 2000 election ballots for the state of Georgia-*Lee*
- ♦ Wrote business plan & financial projections. Created & positioned brand/wrote PR campaign-*Andalan*

#### **Awards**

- ♦ Gold Idea Award-Fortune Small Business (DSS)-*Tricycle*
- ♦ Two Publisher's Marketing Assoc. Ben Franklins, Gold (Art, Music, Photography) and Silver (Travel)
- ♦ Multiple Chattanooga Addy Awards, District 7 Addy
- ♦ International Creative Summit Award, Silver
- ♦ Green Apple Award for sustainability (DSS)-(UK Parliament)-*Tricycle*

#### **Experience**

**CMS Developer: Simpleview, Inc., Tucson, AZ: March 2010–present**

Developing and maintaining a CMS/CRM system for a leading CVB web development group. Contributing/refactoring modules and bug fixes, SVN control, T-SQL, Coldfusion, javascript, jQuery, AJAX, Flash, AS3 and various languages as required. Clients include Boston, Dallas, Boulder, and Grand Rapids.

**Color Development Specialist/R&D: Tricycle Inc., Sustainable Design Firm, Chattanooga, TN: 2004–2009, Consulting 2010–present.** Invented Digital Sample System (1997) technology used by Tricycle & exhibited throughout 2010 in Smithsonian Cooper-Hewitt National Design Museum. Handled all things color, from internal software systems to inventing algorithms & software for color matching and 3D rendering. Conceived, designed, proposed, managed and lead team to build automation system which receives web orders from numerous client web/intranet sites (C/C++/C#/SQL/Flex/Flash/ARC on top of our CAD and 3D software) and creates PDF layouts and renderings on the fly using client-specific information, color manages and prints to various appropriate printers. On-site training & support for multiple Fortune 100 clients. Design, build, and test new software products. Collaborator on multiple client web sites. Project architect, requirements gatherer, client liaison, and lead for Fortune 100 software initiatives. Creator of two out of three most important Tricycle innovations (company vote 2008). Ongoing consulting for Shaw Industries.

**Manager, Art Department: Chattanooga Printing & Engraving** *Chattanooga, TN: 2000–2004*

Transition consultant (starting 2000) on a first time conversion from conventional prep to a digital art/pre-press department. Post-purchase setup, training and ongoing support of departmental systems & personnel. Windows, OS X, & AIX system administration. Implemented back-up system. Reduced makeready waste by more than a pallet of paper per week per press with calibrations, profiling, and fingerprinting of presses.

**Account Executive: Ideagraphx** *Chattanooga, TN: 2001–2004*

Responsible for sales of digital printing. Designed web system for submitting variable text print jobs. Managed advertising agency accounts and more demanding color clientele. Supported pre-press personnel on difficult jobs. National clients included Olan Mills Photography, Little Debbie, and Litespeed Bicycles.

**Executive Vice President-Branding: Andalan Confections** *Ft. Oglethorpe, GA: 1998–2001*

Created and positioned the Edo brand of interactive candy. Organized, wrote, and executed successful national PR campaign. Nationwide placement in Target. Developed e-commerce web sites (Perl/HTML). Wrote business plan and financial projections. Oversaw packaging design and printing. Invented & built Westcott Horizontal Flow Wrap Feeder. Modified existing production equipment and built production line.

**Manager of Digital Technologies: Lee Graphics** *Dalton, GA: 1998–1999*

Year-long consulting project revamping art department at a large commercial offset printer. Managed staff of 25. Hired & trained personnel in all aspects of pre-press. Trained new pre-press department manager. Trained pressmen on color. Eliminated late jobs. Cut costs through efficiency gains and renegotiation of outside contracts including large capital projects. Demonstrated to employees, through practice and instruction, the value of organization and planning, thereby enabling the department's ongoing success. Invented a digital production process to produce the ballots for the state of Georgia 2000 national election. Improved existing dye-sublimation printing and created the first digital dye-sub proofing process.

**General Manager—Digital: Elite Group (Commercial Printer)** *Chattsworth, GA: 1997–1998*

Responsible for daily operations of art/pre-press/plating departments, color approval on press, and instructing pressmen on general press problems. Development of art staff—instruction on best practices, layout, design, color and balance, proofing, photography. Developed cutting edge remote color managed proofing with clients in Mexico and Europe. Renegotiated supply contracts for savings of more than 25%. Improved customer service. Drastically reduced time to proof. Devised and implemented job tracking system. Negotiated capital contracts and re-equipped art department. Made department profitable. Created reliable and predictable offset dye-sublimation process using applied color theory.

**Production Artist: ImageWright/Digitone Graphics/TMI** *Chattanooga, TN: 1993–1997*

All aspects of art/pre-press production including layout, photo-editing (including food & cosmetics), drum scanned color separations, film output, trapping, imposition, and client contact. Photo editing clients include Coke, Chattem (Maybelline, Icy-Hot, Bullfrog), Carl's Jr/Hardees, Krystal Restaurants, Shaw & Beaulieu.

**G.P.O. Manager: Quik Print S.E. Inc.** *Chattanooga, TN: 1988–1993*

Managed Government Printing Office contracts, including Government liaison and bid acceptance, handling as many as 150 GPO jackets in house at a time, full time staff of 18+, typesetting, estimating, and production for the nation's 45th largest quick printer. Two years A/R accounting. Adapted machinery to handle new initiatives. Trained by Xerox and on-call 24-7 for technical support and first-line repair of commercial xerographic machines.

### **Freelance Development**

CARTA 2005 Bar coded Chattanooga bus tickets with graphical variable data programming in postscript & C# to produce a compact, graphically intensive .ps file with the headroom of only one page of ps code.

#### **Olan Mills** *Chattanooga, TN: 2003*

Worked with Olan Mills Photography IS department to automatically produce layouts and direct-to-plate offset printing plates with scripted Quark Express.

#### **Partner: Westcott Design Group** *Chattanooga, TN: 1992–2004*

Responsibilities included concept, copy writing, HTML, Perl, Java, Flash & CSS, press-checks, creative briefs and project specifications, vendor liaison, client relations. Comprehensive knowledge of design, pre-press, & printing; very strong color skills. Highlights include producing the coffee table book *Rock City Barns—A Passing Era*, two '97 PMA Ben Franklin awards (Gold and Silver), Numerous Chattanooga Addy awards, District 7 Addy award, '98 International Summit Creative Award (Silver).

#### **Tanner Hill Gallery** *Chattanooga, TN: 2004 to 2010*

Advertising and design client. Ads for national and regional art magazines to publication specifications, gallery exhibit posters and direct mail pieces. HTML/CSS web design and programming/Drupal with custom theme.

#### **Anderson Hardwood Flooring** *North Carolina:*

2009-Hard surface digital simulations, photography and 3D rendering development.

2000-Freelance product development on Pizazz line of custom dye-sublimated (digital) hardwood flooring.

1997-Developed methodology for first dye-sublimation (offset transfer) onto wood product for Anderson.

#### **Invision Carpet Systems/J&J Carpets** *Dalton, GA: 1997*

Invented the first realistic Digital Sample System (DSS) resulting in ICS's largest carpet sales contract to date (Sun Microsystems campus). Technology used by APSO (Leeds UK / acquired by Tricycle, Inc. 2004). DSS technology has been the recipient of numerous awards for sustainability and design including the UK's Green Apple Award and a Fortune—Gold Idea Award. DSS technology currently replaces custom and running line physical samples on a daily basis at 9 of the world's top ten carpet companies saving jobs, oil and other natural resources, time to market, and financial resources.

### **EDUCATION**

B.M.—University of Tennessee, Cum Laude

### **CERTIFICATIONS**

Scitex Brisque 1997, FAF 1997, Scenicsoft Preps 1997, Dainapon Screen (color theory & practice) 1994

### **LANGUAGES**

C#, T-SQL, XML, X|HTML, CSS, ColdFusion 8&9, javascript/jquery/Prototype, Flash/Flex, AS3, Postscript L2–3

### **PROFICIENCIES—SOFTWARE**

Visual Studio, RDBMS (MS-SQL Server 2005, 2008), Tortoise SVN, AIX (Unix), Adobe's Creative Suite (+SDKs), PDF, Freehand; Framemaker, MS-Office (+SDK), Quark Xpress (Mac/PC) + scripting, Windows Server 2003/2008/Active Directory, Etc. **Multi-platform:** Windows 7, XP, OS X, Unix

## WORK EXAMPLES:

<http://www.clayton-miller.com/cadence/>

The Cadence web site is a good example of a typical Tryk Studio Platform. Tryk Studio represents the work of six developers over several years to arrive at this version. The front end is a Flash/Flex mix. The back end consists of an MS-SQL 2005 database and a very complex set of .NET services which receive and send orders to four different rendering engines and to Tricycle's 3di which renders room scenes with dynamic load distribution between the rendering servers. Carpet designs are re-colored based upon user choices and rendered on the fly using the current incarnation of my DSS carpet rendering technology. Users are able to see the virtually tufted carpet in various sizes and installed in preselected rooms, also rendered on the fly as there are far too many permutations on a typical site to pre-render and cache the images. My specific work in this site involves: the image re-sampling methodology, the room scene authoring, color systems, back end processes relating to on the fly generation of images and the back end system which accepts orders from the cart and has a printed sheet on the interior designer's desk the next morning, the invention of the method for simulating carpet from machine files, complete and ongoing testing, and bug reporting. In earlier versions of this and other sites I was also responsible for XML scripting and replication of an ARC database from development servers, to staging, to live.

<http://www.noodlab.com/?loginid=c13f04f8-ee5c-4736-81da-e90b5e1a8476>

Nood Lab is another Tryk Studio. It looks much the same on the surface but underneath the hood it is very different. This was considered an impossibility by most in the company and until late summer 2009 the site was a static HTML site due to the complexities of offering recoloring of patterns with a carpet of this type (piece dyed). When I was asked to devote several hundred hours to write the scripts required to generate content for Nood to make it similar to Interface Flooring System's <http://www.bentleyprincestreet.com/CreateColors/Step1SelectStyle.aspx> (here "Saturnia" content is my work with the site coding done mainly by Interface and a Tricycle developer), I instead proposed a method by which the existing studio structure and back end systems could be utilized for piece dyed goods. In the real world each color is produced with a chemical dye process after the carpet has been tufted using a careful mix of materials. There must be 22 variants on each dye color in the database, each corresponding with the dye take-up properties of the raw yarns. These I modeled with a mathematical process based on the optical properties of the fibers written into a C# windows application which computes the values, interfaces with two related legacy Access databases and inserts|deletes appropriate records. Additionally for this site, with its mix of large and small patterns, I devised a scheme whereby the room scene used is selected based upon pattern size as retrieved from the SQL 2005 database. In September of 2009, the new NoodLab web site and printed Tryks were a part of Facebook's office redesign. Winning the bid using the new system, Nood, Facebook and the design firm saved time, money, thousands of gallons of water and a good bit of oil. Nood is the first carpet company to exclusively develop and sell using digital technology.

<http://www.alaskavisit.com>, <http://travellanecounty.org>, <http://visitsaltlake.com>

Mat-su Alaska is representative of a site created on Simpleview Inc.'s CMS. Here my work is primarily the restyling of the listings to new design standards (on time, under budget), Google Maps integration, some flash, maintenance items & bug fixes; my team has maintained the existing Eugene Oregon web site for more than a year—in this time I have optimized the home page reducing load times by more than 60% without design change & completely reworked the listings and the events modules back end; Salt Lake City has seen many customizations like my double opt-in integration with Exact Target, a custom venue search, and a major version upgrade to their CRM system. A preliminary re-skin (pending a total redesign) which includes photoshop javascripts for automated image creation is available at... <http://dev2.simpleviewinc.com/saltlake11/web/> (note:dev site only/this re-skin is entirely my work built upon highly modified legacy back end systems. With the in-progress 2012 redesign the back end will be updated to Simpleview's latest version of CMS)