

Mark W. Gifford

Lead Content Designer and Publishing Technologist

Waterbury Center, VT
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Skills

- **Project leadership:** Detail-oriented, provide coordination between different teams, stakeholders, and vendors, bridging the gap between technical and non-technical
- **Publishing:** XML content production, Tridion Docs, page layout, InDesign, PDF production
- **Automation:** Python, AI-assisted development, Word-to-XML conversion, publishing workflows
- **Design and collaboration:** Graphic and multimedia design, stakeholder collaboration, application design support, photo and video shoots, marketing campaigns
- **Tools:** Adobe Illustrator, Photoshop, Premiere Pro, After Effects, Microsoft Word, Excel, PowerPoint
- **Additional technical skills:** HTML, CSS, JavaScript fundamentals, networking topologies, network hardware, IT troubleshooting

Summary

Detail-oriented lead content designer and publishing technologist combining visual communication, XML publishing, document conversion, Python automation, and development of AI-powered solutions. Served as project leader in myriad roles, collaborating with stakeholders to see projects to completion. Background spans publication design, multimedia, graphic design, coding, and IT systems.

Professional Experience

JUL. 2021 — Present

Specialist Lead, Communications

Deloitte, (Remote)

Produce and format publishing materials in XML and Adobe InDesign, including PDF layouts, email campaigns, and supporting graphics created with Adobe Creative Cloud tools.

Develop Python tools and other solutions with AI assistance to automate conversion of Word documents into XML for publishing workflows.

Currently developing a Python application to automate creation of publishing documents in the Tridion Docs backend.

Collaborate with multiple departments and stakeholders to help design and create a mobile app for Deloitte's DART website.

2010 — SEP. 2020

Senior Visual Communications Designer

Verilux, Inc., Waitsfield, VT

Designed marketing materials across print and digital channels including packaging, manuals, catalogs, brochures, advertising, trade graphics, websites, email, and video.

Oversaw product photo and video shoots. Designed campaigns from packaging to the creation of retail displays for placement in Costco, Sams Club, Walmart, Best Buy, Walgreens, Bed Bath and Beyond, and other stores. Created large, on-brand displays for various trade shows.

2006 — JAN. 2010

Graphic Designer and IT Coordinator

Palmer Creative Group, Stowe, VT

Duties included design and layout of educational publications. Served as project leader for clients including Scott Foresman, McGraw Hill, Scholastic, and Vista Higher Learning, ensuring on-time and on-budget completion of projects.

IT responsibilities included management of hardware and software upgrades and installs, server upgrades and maintenance, and communications upgrades.

2002 — 2007

Freelance Graphic Designer

Various companies

Primarily worked on company identity packages such as logo design and stationery, as well as basic website design and layout.

1996 — 2001

Senior Network Engineer

The Trinity Group, Bethel, VT

Designed and laid out TCP/IP computer networks including hardware, cabling, software, and servers for numerous businesses and schools in the New England area.

Education

B.A., Multimedia and Graphic Design

Champlain College

Microsoft Certified Systems Engineer (MCSE)

New Horizons, Microsoft ATEC Certification Training