

# Paul Bowman

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<https://pdbowman.studio>

Versatile, project-oriented, a creative in practice and a generalist by temperament, working in communications and publishing with a design/typography focus.

Able to assume initiative and to function independently. Eager, at the same time, for opportunities with a strong teamwork dimension.

## Education

B.A., English Language and Literature  
University of Maryland, 1998

## Certifications

- Poynter / ACES Editing, 2017
- Poynter / ACES Accuracy and Audience Focus, 2017
- Google Analytics GAIQ, 2018

## Skill Highlights

### Tools/systems

- Adobe Creative Suite: InDesign, Photoshop, Illustrator
- HTML/CSS, PHP
- WordPress, Toolset WP-Types plugin suite
- Microsoft Office: Word, Excel, Powerpoint
- CRM setup and use, incl. Citrix Podio, Salesforce

### Soft skills

- confidence seeing complex projects from conception to execution
- proactive, methodical attitude toward file/resource management
- diverse one-to-one-consult and classroom-trainer experience

## Design, Publishing, Content Development/Management

### Self-Employed

2015–present

My current work, a transition from fifteen years in home improvements, building on past publishing-design training and background in graphics.

*client*    Solidarity  
Hall,  
2015–present

Ongoing relationship with a small non-profit, handling print and online publishing.

- Designed, typeset, and produced two books, issued by the group as Solidarity Hall Press. (<https://pdbowman.studio/SH>)
- Prompted and implemented a budget-constrained logo redesign, together with a reset of the group's online publishing.
- Designed and built, from the ground up, a new WordPress website for content-management flexibility and refreshed look. (<http://solidarityhall.org/>)

*client*    Enviro  
Workshops,  
2016–2018

First engaged to design and produce print materials for training events in several dozen cities annually (<https://pdbowman.studio/EW>), I quickly took on related information management and web needs as well.

- Developed system of InDesign templates with alternates for ANSI and ISO printing, and maintained an ongoing print production schedule, working with a wide array of small-job printers in U.S. and overseas event cities.
- Led transfer and restructuring of diverse contact and scheduling data from spreadsheet and other sources to a single web-based application.
- Designed and built WordPress website, reorganizing three existing sites serving separate markets into one serving all.

### Standards Project Specialist

2014–2015 : Build With  
Prospect, Brooklyn NY

An unusual, hybrid role involving work split between field and office. I worked with managers to begin compiling an in-house guide to high-performance building practices.

## Design, Publishing, and Content Development/Management (cont.)

### **Designer/Illustrator**

1999–2000 : Accent  
Interactive, Baltimore MD

- Designed web page layout/typography and interface graphics; consulted on site structure and user experience for multiple projects.
- Created original digital and traditional-media illustrations for web and print.

### **Illustrator**

1999 : The Calvert School,  
Baltimore MD

- Created original digital and traditional-media illustrations as part of the school's project to update its private curriculum product for digital (CD-ROM) re-issue.

## Other Work

### **Self-Employed Remodeler and Home Energy Specialist**

2003–2014

Custom carpentry/home improvements led me ultimately to “building performance,” energy-efficiency certifications, and work under several state- and local-jurisdiction programs.

As an independent contractor, I networked with other owners and professionals in emerging association and advocacy settings to build common vision for market expansion.

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*program* Small Town  
Energy  
Program,  
2012–2014

Partnered with other contractors participating in this neighborhood-specific incentivized improvements thrust in suburban Maryland-D.C.

- As an estimator, job coordinator and installer, studied applications and advocated adoption of web-based project-management methods among partnering contractors.
- Rewrote and redesigned customized building-assessment report prepared for homeowners.
- Worked with homeowner clients toward understanding of energy issues and effective improvements planning.

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*client* Baltimore  
Trades Guild,  
2010

Helped organize and run work-skills training for ex-offenders and youth exiting the foster care system.

### **Quality Assurance Inspector**

2010–2011 : TerraLogos  
Energy Group,  
Baltimore MD

Hired as a contract-compliance inspector and data assistant, in my term with the company I advocated for tighter integration of building assessment, contract management, and quality assurance roles, spurring a company move to reconfigure operations around information flow and customer-service priorities.

### **Manager, Learning Center and Adjunct, ESOL Dept.**

1999–2000 : Community  
College of Baltimore  
County, Catonsville MD

- Oversaw campus office for peer and non-peer student learning support, and served student clients directly as a learning assistance staff member covering writing skills.
- Ran full-term “lab” course in the English as Second Language program, providing classroom instruction, one-to-one guidance, and peer-assistance supervision.