

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.

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.

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.