

# Jeff Jungblut

1305 Mother Lode Way, Unit 4  
Chula Vista, CA 91913  
619-822-6502  
jeff@jeffjungblut.com  
portfolio: jeffjungblut.com



## Education

2018

Introduction to InDesign CC  
Introduction to Illustrator CS6  
Southwestern College ed2go

1987-1989

Palomar College  
San Marcos, CA

1985-1987

San Diego State University  
San Diego, CA  
Major: Business  
Information Systems

1981-1985

Mt. Carmel High School  
San Diego, CA

## Objective

To secure a challenging, permanent position within an organization in which I can contribute my experience and skills in graphic design, page layout, production automation, web development, writing and editing, with opportunities for learning, growth, and career advancement.

## Skills

- Nearly 30 years of professional working experience
- 15 years in magazine page layout in a fast-paced QuarkXPress production environment
- More than 20 years coding HTML, CSS, JavaScript, Perl, AppleScript; 15 years coding PHP and MySQL
- 10 years technical writing and editing for Mac and Windows software publishers
- Production automation using scripting, actions, SQL databases and custom XML-RPC web service APIs
- Pre-press production/printing coordination
- Photography direction and supervision
- Extensive knowledge in the following software (Mac platform):
  - Adobe InDesign, Photoshop, Illustrator, FrameMaker, Acrobat Pro, Dreamweaver
  - QuarkXPress
  - Microsoft Word, Excel, Powerpoint
  - Apple Keynote, Numbers, Pages, iMovie
  - Xcode, AppleScript Studio, Script Debugger
  - BBedit, Interarchy, Transmit, other text editors and FTP clients used for scripting and web development
  - WordPress, OpenX, Google Analytics

## Experience

**Art Director** *San Diego LGBT Weekly* magazine, San Diego, CA

10/2010-12/2017

Contributed to production of 241 issues of a local community newsmagazine over seven years, plus six annual event guides. Managed deadline situations and supervised one graphic designer. After promotion to Art Director in 2012, I oversaw all phases of layout, design and production, including covers, layout of features, news pages, columnists, classified ads and directories, ads designed in-house, and placement of ads. Won five First Place awards for cover and feature layout designs from the San Diego Press Club. Created new visual identity for the magazine to accommodate change in page and ad sizes required by publisher's downsizing. Adapted WebZineXpress application (software I developed independent of *LGBT Weekly*) to post stories directly from QuarkXPress layouts to the magazine's WordPress web site. Managed scheduling and reporting of digital ad campaigns using OpenX ad manager.

**Senior Graphic Designer** *Gay & Lesbian Times (GLT)* magazine, San Diego, CA

10/2002-10/2010

Prepared artwork, designed ads and laid out editorial content for an 88-page weekly newsmagazine with a circulation of 15,200. Participated in production of 417 issues over eight years. Collaborated with art director and codesigners to produce cover ideas. Worked closely with advertising representatives and editorial staff to translate specifications to final artwork. Developed scripts to automate layout of routine template-based pages, from simple auto-formatting of story content to retrieving text and images from database queries and populating page template elements with formatted query results, automating the layout of directories, classified ads, and real estate photo ad pages. Developed the magazine's web site and content management system using PHP and MySQL. Developed a Mac application, WebZineXpress, to extract story content from QuarkXPress layouts and store content in the MySQL database used for the magazine's web site. (I developed WebZineXpress independent of *GLT* and licensed it to the company.)

**Creative Director** *Rocket* magazine, San Diego, CA

4/2005-7/2007

Created visual identity, style sheets and color palette for local biweekly lifestyle and nightlife magazine. Designed pages, formatted content, placed ads, applied corrections from copy editor and output final pages to PDF for 57 biweekly issues over two years. Cloned *GLT* web site's PHP code to create the web site for *Rocket* magazine, giving the web site a completely different look by swapping in a new CSS file and graphic assets. Adapted WebZineXpress app to support multiple magazine databases, allowing magazine content to be exported to the magazine's web site using the same software used for *GLT*.

**Designer/Developer/Publisher** SoapZone.com, Chula Vista, CA

7/1994-present

Self-taught HTML to design a web site for soap opera fans. Used experience in information organization and presentation to develop the site's architecture. Learned Perl, PHP and MySQL to develop original applications for the site, including message boards, chat rooms, polls, interactive storytelling, account registration and user management. Developed additional scripts to automate site administration, maintenance, log analysis, and content management. Learned client-side JavaScript to add dynamic interface elements to existing applications and to improve the site's overall ease of use. Learned to debug JavaScript code for compatibility across a variety of browser platforms and versions. Developed relationships with advertising networks to turn what began as a hobby site into a business generating over \$800K in total revenue over the last two decades. Developed e-commerce code to interface with PayPal, offering members the ability to pay a subscription fee online and receive instant access to the site's message boards with an ad-free experience.

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## Experience *continued*

**Technical Writer** (Freelance) WestCode Software, Insider Software, Palomar Software 1995-2000

Authored software documentation for WestCode Software, Insider Software, and Palomar Software as an independent contractor. Products included WestCode's OneClick, an object-oriented Macintosh scripting language and automation utility; Insider's FontAgent, a Windows/Macintosh font organization and management utility; Insider's UpdateAgent, a Macintosh software update utility; and Palomar's On the Road, a collection of Macintosh PowerBook utilities. Implemented a context-sensitive online scripting language reference for OneClick derived from the FrameMaker printed documentation source files. Designed and coded OneClick scripting language extensions using C and C++ for Macintosh.

**Technical Writer** Jostens Learning Corporation, San Diego, CA 7/1995-10/1998

Authored installation guides and release notes for the company's curriculum management systems and courseware products. Edited and revised existing manuals for a variety of product maintenance and upgrade releases. Kept production costs to a minimum by editing and reprinting only pages that required changes. Developed a CD-ROM containing indexed, searchable Acrobat PDF files of all technical documentation releases for use by field engineers.

**Technical Writer** Stac, Inc., Del Mar, CA 1/1995-5/1995

Worked with a team of writers to design and develop a revised Windows help system for a PC remote control and remote access product. Developed sections of online help to document the product's scripting language and terminal emulator.

**Technical Writer, Programmer I** Jostens Learning Corporation, San Diego, CA 11/1992-1/1995

Designed and implemented a structured hypertext Windows help file for the company's proprietary courseware authoring system, Meta4. Authored new and revised documentation for Meta4 and developed new documentation for MetaScript, a superset of the Smalltalk programming language used to extend Meta4 capabilities. Used Smalltalk and Meta4 to prototype a multimedia presentation tool for student use in the K-6 education market. Used design specifications and worked with the designer to make the product's functionality match the specifications as closely as was technically possible. Worked under deadline pressure to deliver stages of the product in the required time frame. Worked on the Demo Team to develop the 1995 and 1996 Sales Demo CDs. Used Smalltalk and Meta4 to develop the program's Presentation Customizer, allowing Jostens' salespeople to create their own custom demos that directly target the needs of potential customers.

**Technical Writer** Beagle Bros, Inc., San Diego, CA 2/1989-10/1992

Authored several manuals for new Beagle Bros software products, including a 600-page reference manual for BeagleWorks, an integrated Macintosh application later sold to WordPerfect Corp. Used the Apple Publications Style Guide to ensure that all manuals were consistent with Apple's high standards for end-user documentation. Produced all illustrations, screen shots and page layouts. Worked under deadline pressure to deliver documentation in the required time frame. Implemented online help and Balloon Help (tool tips) for BeagleWorks. Apple's phrasing guidelines were used to ensure a consistent voice. The BeagleWorks manual received accolades from *MacUser Australia* and *The Washington Times* for being clear, concise, and well-written. The Platinum Paint manual, also written for Beagle Bros, received similar praise from *A+/inCider Magazine*. Wrote demonstration scripts for reseller training sessions and trade show presentations. Scripts followed a "what you do, what you see, what you say" format, with liberal use of screen shots for ease of learning. Developed self-running online presentations using Aldus Persuasion for use at trade shows. Developed collateral materials for dealers, educators, direct-mail advertising, and trade shows. Pieces included specification sheets, press releases, box and advertising copy, and miscellaneous marketing brochures. Gained experience in producing black-and-white, spot color, and CMYK process materials. Assisted in user interface development for new software products. Tested new software under development and reported problems to Engineering. Performed regression testing on new software versions. Assisted Beagle Bros software engineers and quality assurance analysts in implementing a database system for tracking problem reports from various sources.

**Retail Customer Service Associate** Sav-on Drugs - Rancho Bernardo, San Diego, CA 9/1984-2/1989

Started as a stock person and cashier and later took on more responsibilities, including department head responsible for stocking and reordering merchandise in multiple departments, and customer service/floor manager, responsible for managing staff, cash handling, and closing the store nightly.

## References

Available upon request.