

Barbara Frey

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Summary

I am a graphic and print professional possessing a unique blend of software technology skills, business knowledge, and a design view to any assignment. Expertise with strategic planning, product demonstration, implementation planning, automated workflow, digital print, advanced color, project management and the customer experience. Leveraged an ability to forge productive and collaborative stakeholder relationships. Lifelong learner, professional demeanor and presentation. I bring stability, resilience, flexibility and dependability to an organization.

I have a solid understanding of Adobe Creative Suite and Microsoft Office. I have a complete understanding of page and headline layout, advanced color management for print and web, PDF building/troubleshooting along with writing, editing and proofreading skills – all of which are critical to accurate print and web communication.

Work Experience

Xerox Corporation

1995 - 2020

My background as a graphic designer led to my transition to production print color analyst, and solutions architect with Xerox where the dual specialities which I possess enable me to be on both crucial sides of print communication.

Solutions Architect | 2015 – 2020

- Served as one of five national Solutions Architects, my territory covered central U.S. Consulted pre-sales on the production ink jet digital presses of \$600K- 1.9M to commercial printers, government and in-plants. Advanced to highest tier product family in the company for the growing ink jet market.
- Worked in lockstep with sales team:
 - To achieve Outlook targets, KPIs and “Leaderboard” status and
 - To prepare and present contract terms, Total Cost of Ownership (TCO) and Return on Investment (ROI) to customers.
- Collaborated with internal and external software and vendor partners to design solutions meeting customer requirements.
- Planned equipment implementations including site checks.
- Live proof-of-concept demonstrations at the Webster, NY operations headquarters.
- Recommended installed and SaaS solutions to integrate with customer’s own pre-print, transforms and print output workflows that optimized product benefits for clients.
- Prepared Assessments, Statements of Work (SOW), Customer Acceptance Criteria documentation, proposals and RFPs. Worked with Project Managers on deliverables.

Production Color Systems Analyst |

2003 – 2015

Worked on the benchmark production product, iGen press by securing the role over tenured analysts based on my previous graphic and print knowledge. Advised on pre-sales of all production digital presses to large commercial printers and in-plants. My design and color analyst expertise enabled efficiencies and reliability for post-sale clients.

- Identified client requirements and applications, demonstrated press, servers, pre-press, print drivers, workflow and applications, tested files, and developed proposals and presentations.
- Planned / implemented software and server configurations to customer networks and applications.
- Trained operators on use of press, workflow, color management, applications, supplies, maintenance and troubleshooting image quality issues.
- Managed the account as client focal analyst and advised client management on expanding capabilities and volumes.
- Partnered with local service teams for comprehensive post-sale account management, upgrades, problem resolution and parts usage with expense awareness.

- Graphic Designer** 1995 - 2003
- Wrote a corporate standards manual for the local operation which was adopted by the corporation for worldwide use.
 - Developed a fee-based service for design and output of posters, promotional, and print materials for customer accounts and local operations.
 - Designed brochures, posters and advertising for internal corporate use and our clients' communications.

- Printing Dept. Inc.** 1993 - 1995
Graphic Designer for offset printer
- Designed menus, brochures, manuals and advertising for offset press.

- NOLA Art + Design** 1991 - 1995
Freelance graphic design
- Designed brochures, websites and advertising for printers, engineers and small business.

Education

- MLA, University of St. Thomas**, Houston TX 2012
 International Studies, concentration Globalization & Virtual Teams
- University of New Orleans** 1992 - 1994
 College of Engineering
- BA, University of New Orleans** 1986
 Bachelor of Arts, Fine Arts

Professional Development

Hardware & Software

Digital Press operation
 Digital Print Servers (RIPs)
 Applied Color Theory & Management
 Advanced Digital Color
 Workflow: pre-press, job flow
 Web-to-print
 Transactional print
 Variable information
 3rd party software & Finishing equipment
 Adobe Creative Suite - InDesign, Photoshop, Illustrator, Acrobat, DreamWeaver
 Microsoft Office- Word, Excel, PowerPoint, Visio
 Corel Draw, Paint

Corporate

Brand Standards
 Advanced Marketing Solutions
 Leadership: The Art of Balance
 Leadership Through Quality
 Presenting Professionally
 Code of Business Conduct
 Security Awareness
 Lean Six Sigma Green Belt
 Consultative Selling
 Client Centered Selling
 Annual quality and ethics trainings

Technical

Operating systems: Macintosh, Windows Server and PC, UNIX,
 Data Streams PDF, PS, AFP, PPML, HTML, XML
 PDF building, analysis & troubleshooting
 Networking
 Technical sales support
 Post-sale support

Certifications

Lean Six Sigma Green Belt
 IDEAlliance Color Management
 Adobe Acrobat Certified Expert (ACE)