

## CURRICULUM VITAE

David Berman R.G.D., MGDC, FGDC

### Professional Experience

*June 2001 to Present*

*President*

*David Berman Communications, Ottawa, ON*

Principal in firm specializing in communications strategy, graphic design, Web site information design, process facilitation, and electronic publishing services to government, NGOs, and private firms. Specialties include identity work, non-profit fundraising, publication systems, typography and Web publishing. Responsibilities include project co-ordination, continuous improvement of quality management systems, IT planning and management, graphic and typographic design and consulting. Recent major projects include:

International Space Station	Branding Consultation
CCRA	Senior consultation and facilitation of public Web site strategy
Heritage Canada	Culture.ca Web site branding and identity
Treasury Board	Human Resources Community Secretariat Web site
Inter Pares	Identity, publication design, Web site design and consultation
National Research Council	CLF consultation, HR site consultation
Statistics Canada	Senior consultation for Census Online project
CEAA	Strategic consultation for Web site redevelopment
Canadian Museums Association	IT strategic coaching
Health Canada	Smokefree video and music production, CD-ROM and Web site

*December 1990 to July 2002*

*Senior Consultant/Vice-President /CIO*

*Herrera Berman Communications Inc., Ottawa, ON*

Senior consultant in one of Ottawa's most experienced graphic design firms. The company delivered graphic design, advertising, Internet and electronic publishing services and print management. Specialties included identity work, publication systems, catalogues, print advertising, and Web publishing. Responsibilities included preparing major proposals, project co-ordination, account management, continuous improvement of quality management systems, human resource development, IT planning and management, legal liaison, graphic and typographic design and consulting, advertising copywriting, and overseeing the successful delivery of a variety of services and projects (\$5,000 to \$300,000). Here is a short list of significant projects:

Health Canada	Health Canada Online Web site design
RES International	Developed software packaging and marketing materials
Heritage Canada	Virtual Museum of Canada web site
National Research Council	Corporate Web site, institute identities, strategic consultation
Foreign Affairs Canada	Canada Business Facts booklet and interactive show

Ontario Ministry of the Environment	Environmental Farm Plan workbook
Federal Judicial Affairs	Identity and applications
Revenue Canada	Design and implementation overall strategy for publications
Assembly of First Nations	National media campaign for the Charlottetown Agreement
Bridgehead	Direct mail catalogues
CMHC	Senior consultant for 2 <sup>nd</sup> generation Web site development
HRDC	Canlearn Web site design
HRDC	Prototype plain language version of Canadian legislation

Corporate duties and achievements included:

- introduced and maintained quality system and standard operating procedures
- human resource management for staff of up to 18, including creating and maintaining a system of performance review, compensation, employee benefits, profit-sharing, and individual results-based incentive bonus plans
- developed new lines of business: Web site and new media development
- developed new lines of business: communications plan, formal strategic consultation, editorial services
- introduced use of intranet as method of sharing corporate information
- managed legal cases
- landed company's first agency of record arrangement (National Research Council 5-year contract)
- movement to vice-president position coincided with three most successful years in the company's history

*April 1984 to July 2002*

*President/Senior Consultant*

*David Berman Typographics Ltd., Ottawa, ON*

Creator of this typography and design firm. Graphic design activities concentrated on publication and exhibit design. Typographic activity was primarily ad and agency work, with an increasing amount of creative work directed by client designers. The firm was generally considered Ottawa's finest type shop. Responsibilities included all aspects of senior management, including budgeting, legal and financial liaison, establishing and improving upon quality and control systems, and selecting and purchasing capital equipment. Here is a short list of significant projects:

Nortel	Develop low-resolution screen fonts for prototyping cell phones
Lynn Johnston	Develop international font for For Better or For Worse comic
City of Ottawa	National award-winning promotion of Film Liaison Office
Energy Mines and Resources Canada	CANMET Annual Report design and typography
The Metropolitan Group	Metropolitan Life Insurance annual report typographic design
World Wildlife Fund	Save The Rainforests travelling exhibit
Forestry Canada	Design printed aspects of the Mexico Model Forest program
Statistics Canada	Census information sheets design and typography
IDRC	Design and production of Echo magazine
Industry Canada	Intranet-based orientation site and internal newsletter

*November 1986 to present*

*President*

*David Berman Developments Inc., Ottawa, ON*

Have directed the creation, design, development, and public relations for off-the-shelf packaged software products designed to manage small- and medium-sized service and manufacturing enterprises. The product family, TimeWise, tracks aspects of work, customers and personnel and integrates with third-party accounting solutions. I have been the architect of the product since its inception, and have been specifically involved in the development of the documentation (off-line and on-line). This has included custom programming contracts for large organisations around the world. In doing so, I have become an expert in graphical interface standards for both Windows and Macintosh platforms, and gained skills in the successful management of a variety of programmers and other component developers. The product's most recent success has been through Web-based marketing, which has exposed me firsthand to the development and continuous improvement of a Web-based marketing strategy. Most recently, sales have come in from our Australian distributorship. We have also set up distribution in the UK and Belgium. Installations include:

Abbott Laboratories, Waukegan, IL

Auditor-General of Canada, Ottawa, ON

Intuit Corporation, Reno, NV

Occidental Petroleum, Los Angeles, CA

Roanoke Times, Roanoke, VA

ACS Imaging, Boulder, CO

Fleming Graphics, Vancouver, BC

Newcourt Financial, Detroit, MI

Revenue Canada, Ottawa, ON

Sprintout Corporation, Providence, RI

*September 1984 to May 1988*

*Director*

*Canadian University Press, Ottawa, ON*

Served on the board of Common Printing, a co-operatively-owned printing company of Canadian University Press, as the professional representative from the graphic arts community.

*January 1982 to March 1984*

*Design Co-ordinator*

*Carleton University Students Association, Ottawa, ON*

Responsible for design and production of The Charlatan, Carleton's weekly newsmagazine. Accomplished a redesign of the paper and overhaul of the production and typesetting system, introducing microcomputers for the first time into the production of a Canadian student newspaper. Also completed dozens of assignments for the students association including student calendars, handbooks, posters, and brochures, and co-ordinated the activities of the in-house typesetting operation.

*April 1981 to September 1981*

*Computer Systems Analyst*

*Supply and Services Canada, Ottawa, ON*

Member of a team designing an on-line bilingual language training network. Also programmed confidential projects under RCMP clearance.

*October 1980 to November 1981*  
*Production Co-ordination Assistant*  
*Student Federation of Waterloo, Waterloo, ON*

Designed and produced most of the student newspaper, Imprint, during the academic year.

*November 1977 to August 1980*  
*Publisher*  
*Apprentice Magazine, Ottawa, ON*

Created, edited, designed, produced, and directed this Canadian magazine of medieval role-play gaming. Achieved a circulation of 1500 in 12 countries before folding the magazine to pursue university studies.

## Presentations, Publications, Judging

*“Social Responsibility and Graphic Design; How Logo Can We Go?”*

*Brno (Czech Republic), Amman (Jordan), Beirut (Lebanon), Dubai (UAE), Vancouver, Saskatoon, Winnipeg, Halifax, Victoria*

*May 2001 - March 2003*

Keynote speaker at various ICOGRADA, GDC, and local design conferences and events.

*“In Need of a Code”*

*Graphic Design Journal, Number 5*

*May 2002*

Authored published article regarding the need of a code of ethics for the Society of Graphic Designers of Canada.

*Speaker and Judge*

*Peak Design Conference*

*Banff, AB*

*May 2002*

One of three keynote speakers at this design event. Served as lead judge for graphic design, for the Premier's Design Awards at this Saskatchewan Design Council competition.

*Plenary Speaker*

*Union of Democratic Communicators 2000 Conference*

*Ottawa, ON*

*May 2001*

Plenary speaker at this meeting of media studies and communications academics.

*Trainer, “Successful Management of Web Projects”*

*Trainer, “Developing Your Web Strategy”*

*Trainer, “Effective Web Interface Design”*

*Internet Institute*

*Ottawa, ON*

*November 2000 to present*

Designed and presented these one- and two-day courses presenting my paradigm of strategy, project management, and information design for Web and new media projects.

*Speaker and Judge  
Design Week  
Saskatoon, SK  
October 2000*

One of three keynote speakers at this design event. Served as lead judge for graphic design, for the Premier's Design Awards at this Saskatchewan Design Council competition.

*“Brand Globally, Act Locally”  
Environs Design Conference  
Vancouver, BC  
May 2000*

One of six keynote speakers at this international design conference.

*Moderator  
Millennium Design Conference  
Miami, FL  
January 2000*

Moderator of this international design conference taking place on a cruise ship.

*Judge  
Oil and Gas Annual Report Awards  
Calgary, AB  
November 1999*

Served as member of international judging group for excellent in annual report design run by the Alberta Oil and Gas Association.

*Graphic Design Accreditation Examination  
Graphic Design Accreditation Board  
Toronto, ON  
October 1999*

Authored the section of the examination of professional conduct, one of four sections of the official examination taken by Ontario designers to achieve accreditation in their field.

*“Code of Ethics”  
Graphic Designers of Canada  
Banff, AB  
May 1999*

Led the authorship the first legally drafted Code of Ethics adopted by Canada's national graphic design organisation, mandated by the department of the Secretary of State.

*Address to the Annual General Meeting*  
*Association of Registered Graphic Designers of Ontario*  
*Toronto, ON*  
*February 1999*

Short thesis on the need to entrench a commitment to social justice in the Code of Ethics of the Graphic Designers of Canada.

*“Rules of Professional Conduct”*  
*Association of Registered Graphic Designers of Ontario*  
*Toronto, ON*  
*December 1998*

Authored the first Rules of Professional Conduct for the association.

*“Bylaws (Constitution)”*  
*Association of Registered Graphic Designers of Ontario*  
*Toronto, ON*  
*October 1996*

Authored the constitutional bylaw of the world’s first accredited organisation of graphic designers.

*“Professionalism and Social Responsibility ”*  
*Graphic Design Journal, Volume 1, Number 2*  
*April 1994*

Short thesis on the need to entrench a commitment to social justice in the Code of Ethics of the Graphic Designers of Canada.

*“Maximizing your Investment in Prepress Technology ”*  
*Fuji Graphic Training Centre*  
*Toronto, ON*  
*October 1993*

Made daily presentations on production information management systems as part of this program, along with experts from Aldus and Adobe.

*Icograda 1991 Conference - Technology Day*  
*Moderator*  
*Montreal, PQ*  
*September, 1991*

Made opening address and introduced speakers for one of four themed days at the biennial Icograda international graphic design conference.

*Typography I*  
*Algonquin College*  
*Ottawa, ON*  
*February 1990 to May 1990 and special visits in 1991*

Instructed this required course of the graphic design curriculum, introducing the students to typography, including history, design principles, and practical skills. In the following I was asked to return as a guest speaker.

*Social Responsibility in Graphic Design*  
*Graphic Designers of Canada Seminar*  
*Ottawa, ON*  
*January 1990*

Organised and moderated an evening discussion on social responsibility's role in graphic design.

*Merging With Microcomputers*  
*Multiset User Group Spring 1989 Convention*  
*Seattle, WA*  
*May 1989*

Presented a seminar on techniques to integrate the efficiencies of microcomputers with large proprietary typesetting systems.

*Design Principles for Desktop Publishers*  
*Performance Management Consultants Public Seminar*  
*Ottawa, ON*  
*February 1989, May 1990*

Presented seminar three times a year on design, production, and print principles for desktop publishers.

*Trends in Typesetting*  
*Graphic Designers of Canada Seminar*  
*Ottawa, ON*  
*January 1989*

Organised and chaired a discussion on recent trends in typesetting equipment and its impact on typographic design in the eighties. Three generations of equipment were presented and reviewed.

*Trends in PC-Based Publishing*  
*Multiset User Group Fall 1988 Convention*  
*San Diego, CA*  
*November 1988*

Made a presentation publicly (and for videotape distribution) on trends in PC-based typesetting systems and how they relate to equipment manufactured by Alphatype Corporation and Berthold International.

*Design Seminar Series*  
*46th and 47th National Conference of Canadian University Press*  
*North Bay, ON*  
*December 1983 and 1984*

Designed and presented a week-long program of seminars and workshops on newspaper design, pre-press production, and presswork theory.

## Education

*January 2001*  
*Internet Institute, Ottawa, ON*

Completed the Train the Trainers course.

*Fall 1993*  
*University of Ottawa Executive MBA Program, Ottawa, ON*

Audited portions of courses on professional management of personnel and finances.

*March 1992*  
*Scitex America, Bedford, MA*

Completed the Scitex Advanced Postscript Troubleshooting course.

*December 1987*  
*Priority Management Systems, Ottawa, ON*

Completed the Time:Text priority management course.

*January 1982 to March 1984*  
*Carleton University, Ottawa, ON*

Enrolled in Bachelor of Arts program in Psychology with Industrial Design.

*September 1980 to December 1981*  
*University of Waterloo, Waterloo, ON*

Enrolled in Mathematics Co-op Honours program, computer science.

*September 1975 to May 1980*  
*Gloucester High School, Gloucester, ON*

Graduated with OSSHGD, specialising in mathematics and sciences, with awards in mathematics contests, debating contests and typing contests.

## Computer Skills

Extensive knowledge of graphic design, Web, database, financial and general software, on a variety of software platforms (Windows, Macintosh, DOS, Unix) including:

### *Software (PC-compatible platform)*

*Above & Beyond (advanced)*

*Accpac (basic)*

*Compuserve (advanced)*

*Dacey (basic)*

*DOS (expert)*

*Eudora (expert)*

*Flash (basic)*

*FTP (expert)*

*HTML (advanced)*

*InstallShield (advanced)*

*LANTastic (expert)*

*MYOB (basic)*

*NetWare (basic)*

*Outlook (advanced)*

*PCAnywhere (advanced)*

*PowerPoint (advanced)*

*Quattro (advanced)*

*SBT (advanced)*

*Telnet (advanced)*

*Windows 3.x, 95, 98, ME (expert)*

*Winfax (expert)*

*WordPerfect (expert)*

*Access (basic)*

*Acrobat (expert)*

*Corel Draw (basic)*

*dBase (expert)*

*Dreamweaver (basic)*

*Excel (basic)*

*FoxPro (advanced)*

*Harvard Graphics (basic)*

*Install (expert)*

*Internet Explorer (expert)*

*Lotus 1-2-3 (advanced)*

*Netscape (expert)*

*NewViews (basic)*

*PageMaker (basic)*

*Photopaint (advanced)*

*QuarkXPress (expert)*

*Quicken (expert)*

*Team (expert)*

*TimeWise (expert)*

*Windows NT, 2000 (advanced)*

*Word (basic)*

*Xchange (expert)*

### *Software (Macintosh platform)*

*Acrobat (expert)*

*Draginstall (advanced)*

*Eudora (expert)*

*Flash (basic)*

*FoxPro (advanced)*

*KernEdit (expert)*

*Mac OS System Software (advanced)*

*PageMaker (basic)*

*PowerPoint (advanced)*

*Quicken (expert)*

*Suitcase (advanced)*

*Visual Page (basic)*

*AppleShare (advanced)*

*Dreamweaver (basic)*

*Fetch (advanced)*

*Freehand (basic)*

*Illustrator (basic)*

*Metamorphosis (basic)*

*MYOB (basic)*

*PhotoShop (basic)*

*QuarkXPress (advanced)*

*Retrospect (expert)*

*Timbuktu (advanced)*

*Word (basic)*

## Hardware

Advanced diagnostic and maintenance skills for Macintosh and PC-compatible computers. Some familiarity with Unix-based microcomputers, minicomputers and mainframes.

## Accreditation, Memberships, Offices, Certifications and Clearances

Fellow, Graphic Designers of Canada  
National Ethics Chair, Graphic Designers of Canada  
Past Vice-President/Ethics, Graphic Designers of Canada  
Past-President, Association of Registered Graphic Designers of Ontario  
Registered Graphic Designer, Association of Registered Graphic Designers of Ontario  
Past-President (consecutive terms), Ottawa Chapter, Graphic Designers of Canada  
Assistant Sysop, Graphic Design listserv (University of Louisville)  
Past Member, Design Selection Committee, City of Ottawa Tourism and Convention Authority  
(to select new marketing identifier for the city, 1994)  
Member, Union of Democratic Communicators  
Member, Program Advisory Committee, Visual Arts Department, Heritage College  
Level I umpire certification, Canadian Amateur Softball Association  
Government of Canada Security Screening, Enhanced Level Security (April 2002)  
Various other past and present memberships

## Special Interests

Information technology, quality systems, priority management, basketball, softball, environmental issues, fatherhood, logic puzzles, philately, folk guitar, continuous improvement.

## Credo

Wisdom is knowing when to avoid perfection.

## Personal Information

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*References available upon request.*