

Curriculum Vitae of

Daniel David

Strategic Creative Operations & ADS

Phone: +387 63 950 345

Email: hi@danieldavid.uk

LinkedIn: www.linkedin.com/in/daniel-david

Website: www.danieldavid.uk

Professional Summary

Strategic Creative Operations Manager with 20+ years of experience leading high-output production for global publishers (Marvel, HarperCollins, Taschen). Expert in bridging the gap between traditional print excellence and Accessible Digital Services (ADS). Proven track record of managing 800+ projects annually with a 99% satisfaction rate while maintaining strict quality standards. Adept at transforming complex workflows to improve productivity and ensure inclusive, error-free delivery across all media platforms.

Key Competencies

- **Production Leadership:** High-Volume Project Management (800+ Annual Projects), End-to-End Book Manufacturing, Global Publishing Standards, Team Leadership & Mentorship.
- **Operational Excellence:** Process Optimization, Workflow Automation, Data Processing Efficiency, Zero-Inbox Communications Management, Resource Allocation.
- **Technical & Creative Strategy:** Ensuring PDF/UA Compliance for Digital Publishing, WCAG 2.2 Alignment, Prepress Management, Advanced Graphic Design, Web Development (UI/UX), GDPR Compliance.
- **Quality & Standards Compliance:** ADS/WCAG Technical Specifications, Quality Assurance (99% Satisfaction), Accessible Digital Asset Transition, Multi-Language Global Editions.
- **Client & Stakeholder Relations:** Strategic Account Management, Global Publisher Liaison (Marvel, Penguin Random House...), Stakeholder Reporting, Sales Negotiation.
- **Digital Transformation:** Collaborated with executive leadership to modernize corporate digital presence, prioritizing user experience (UX) and inclusive design to expand global reach.

Professional Experience

Graphic Manager

GRAFOTISAK d.o.o. // Aug 2016 - Present

- **Global Project Delivery & Compliance:** Spearheaded the end-to-end production of high-profile projects for HarperCollins, Penguin Random House, Marvel, and Taschen. Ensured 100% technical compliance with global publishing standards for academic leaders like Pearson and Thomson Reuters.
- **High-Volume Leadership:** Selected as Team Lead for 6 consecutive years, managing 30% more volume than peer leads. Successfully delivered 800+ projects annually with a 99% client satisfaction score and a “zero-unread mail” communications policy (10,000+ annual touchpoints).
- **Operational Transformation:** Engineered a new data-processing workflow that reduced processing time, resulting in a 50% increase in productivity and a 30% rise in employee satisfaction.
- **Digital Strategy & UX:** Partnered with the CEO to design and implement a new corporate website, prioritizing inclusive design and digital accessibility to improve global reach, customer trust, and brand reputation.
- **Quality Assurance (QA) & ADS Transition:** Managed rigorous QA cycles for multi-language editions, bridging the gap between traditional print layouts and WCAG-aligned digital assets.
- **Mentorship & Training:** Developed and led training programs for junior staff, focusing on project planning, error-free delivery protocols, and modern digital standards (ADS).

Senior Graphic Designer and Prepress Manager

PRINT TEAM d.o.o. // Jan 2015 - Jul 2016

- **Technical Standards Management:** Directed all prepress operations, ensuring 100% accuracy in file architecture, color management, and technical specifications for high-volume commercial print runs.
- **Workflow Optimization:** Integrated automated pre-flight protocols to reduce file errors and streamline the transition from creative design to production-ready assets.
- **Inclusive Design:** Collaborated with clients to optimize layouts for readability and visual clarity, maintaining a high standard of quality assurance across all media formats.

Senior Graphic Designer and Prepress Manager

INTERGRAFIKA CO // Jan 2013 - Dec 2014

- **Production Oversight:** Led the design and technical preparation of complex multi-page publications, ensuring rigorous adherence to industry-standard printing and digital output requirements.
- **Cross-Functional Collaboration:** Partnered with production and sales teams to deliver tailored creative solutions, consistently meeting tight deadlines and high-precision quality benchmarks.

Technical Skills & Languages

- **Design & Accessibility Suite:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat Pro with Accessibility Checker), Adobe Bridge, Adobe Express, PAC 2026.
- **Specialized Technical Expertise:** Advanced Prepress Operations, Automated Imposition (Kodak Preps, Heidelberg Signa Station), Digital PDF/UA Compliance, WCAG 2.2 Navigation Mapping.
- **Productivity & Data:** Microsoft Office 365 (Expert Excel for data processing, Word, PowerPoint, Teams), Project Management Software, Zero-Inbox Workflow Systems.
- **Web & Digital:** Corporate UI/UX Design, Web Content Accessibility, CMS Management (Website implementation).
- **Languages:**
English: Professional Working Proficiency;
Croatian: Native;
Bosnian: Native/Bilingual;
Serbian: Native/Bilingual.

Education

- **University of Mathematics and Science Education // Kinesiology / 2011 - 2013**
- **Private High School Libar // Computer Technician for Engineering / 2006 - 2008**
Core Focus: Systems Engineering, Technical Documentation, and Computational Logic.
- **High School of Electrical Engineering Ruder Boskovic // Electronics Technician / 2003 - 2005**
Core Focus: Circuitry, Systems Analysis, and Technical Precision.

Licenses & Certifications

- **Design & Media Production:** Graphic Design - Visual and Graphic Design; Media Studies - Print and Publishing Media; Journalism and Print Media; Digital Graphic Designer.
- **Digital Marketing & Strategy:** The Fundamentals of Digital Marketing (Google); Developing Business Ideas; Discovering and Meeting Market Needs; Creating a Need for Your Product; Digital Marketing Research.
- **Business Operations & Leadership:** Critical Skills for Entrepreneurs; Communicating in Times of Change; Quality Standards in Customer Service; Sales Negotiation.
- **Compliance & Safety:** General Data Protection Regulation (GDPR); Behaviour-Based Safety (BBS).
- **Customer Success:** Customer Retention; Customer Segmentation; Communication Fundamentals.

Thank You!

To me, there is no such word as “impossible” - only opportunities for innovation.