Dan Ferro

www.ferro7.com
dan@ferro7.com

Experience

2001 – Now

Photographic Artist - Abstract Photography

Creating museum-quality abstract images using digital photography, processing, and printing technologies. The Museum of Contemporary Photography in Chicago, Illinois has added the "cooked" series to its permanent collection. Nine series are available in three iBooks for the iPad.

2001 – 2020

Independent Producer - Software creative direction and production

Developed new uses for existing consumer technology. Provided website development and maintenance for artists, arts organizations, and municipalities. Maintained OpinionPower.com, a free survey building website. Developed the initial iPhone mockups screen for 4 Spires' CommitKeeper.

2000 – 2001

Workscape, Inc. - Project Manager

Managed the custom implementation of Workscape's Compensation Planner for United Health Group, Litton/TASC, and General Motors. Worked with Workscape and client teams to deliver a custom implementation to meet the specific requirements of human resources departments. In the case of GM, we modified the basic structure of the application to accommodate the limitations of the GM platform.

1990 – 2000

Independent Producer - Software creative direction and production

Conceived, developed, and continued to offer OpinionPower.com, an online survey creation site that is free to the public. The site allows anyone, not just technical staff, to create quick polls and surveys online in real time.

Developed new technology demos for both Hewlett Packard and MedicaLogic. Working with the client and creative teams, developed web based and event demonstrations of sample screens and live code applications.

Designed the user interface for Premier Business, TE Scorecard, and IS Scorecard for AlliedSignal, Inc. Worked with technical, database, and creative teams to produce these web based applications for the corporate information systems department.

Produced on-line projects for Netscape Communications including Custom Netcenter, Netcenter 2.0, and the introduction of Navigator 2.0. Worked with the in-house creative director, development and production engineers, management and creative teams, and strategic partners such as Excite and Standard & Poor's.

Worked with re-engineering teams, end users, programmers, and artists to provide easy access to a corporate procurement system and other mainframe-based systems for the John Deere Waterloo Works and the worldwide agricultural division.

Provided creative direction and production for an enterprise support system for Deere & Company. Worked with design, scripting, and data teams to provide instant access to corporate information.

Designed and produced marketing software for Apple Computer, including the Macintosh Family Showcase and the System 7 in-store interactive demo.

1988 – 1990   **HyperPro, Inc.** - Project Manager

Managed a variety of interactive projects from simple applications to a complete conference video messaging system. Directed work and schedules for both creative and technical people. Acted as the client contact throughout the life of a project.

1984 – 1998   **Ferro Enterprises** - Certified Apple Developer

Manufactured and marketed *The Image Collection for Color Separations*, Volume 1 CD-ROM.

Manufactured the *Paper Saver* for the ImageWriter. Designed, manufactured, and marketed a product for the ImageWriter which prevented tractor feed paper from curling into the single sheet slot.

1984 – 1985   **Ferro/Sharp Associates** - Designers and consultants in marketing and communications

Formed a partnership to provide print advertising for regional shopping centers. Produced newspaper and magazine ad campaigns along with collateral material such as catalogs and posters.

1982 – 1988   **Commercial Photographer** - Free-lance advertising photography

Managed and operated all aspects of a free-lance photography business serving national and regional advertising and corporate clients that included Apple Computer, Mattel Electronics, Taylor Guitars, T.M. Cobb.

References available upon request