

ANDREW LEVINE

DIGITAL PUBLISHING

PROFESSIONAL PROFILE

A freelance professional with over 12 years of experience in digital publishing, the markup of print materials into an online and/or interactive format. Most of my experience is in the textbook industry, where I worked with publishing assets like the figures in each chapter and developed multimedia activities to go on the textbook CD-ROM and website. More recently an M.A. in instructional technology gives me the theoretical grounding to design online courses with the aid of subject matter experts in their field.

EXPERIENCE

DATA MINING CONTRACTOR

Chegg / 2017 - present

Data mining and internet research to gather data for the business analytics program of a large textbook rental company. I have been working with this manager since my beginnings at Cengage 15 years ago.

- ◆ Data mining is using an automated program to copy product information from large websites into an Excel spreadsheet. Materials include online job postings and college course descriptions.
- ◆ Internet research to copy details that can't be done with data mining because the computer can't identify the information in an automatic way. Includes school calendar dates and finding new / old textbook editions.

DIGITAL MEDIA PRODUCER

Cengage Learning / 2002 - 2014

As a vendor for a major textbook publisher, my job was to interface with each textbook's Technology Product Manager to identify the work components I could perform, and then to do them for the rest of the publisher's product line if successful. From a college job board.

- ◆ Generating thumbnail galleries of textbook figures in PowerPoint, HTML and Flash formats. The Flash version allowed zooming into high-res graphics using a programmed motion path.
- ◆ Fixing font embedding problems in FlashPaper documents. FlashPaper, an early Flash-based swf document format competing with PDF, sometimes breaks on special characters like Greek letters in math or science books. It was necessary to disassemble the swf files using an open-source Java programming library and swap out the text layer to sharpen these letters and fix the search feature.
- ◆ Automated screenshot process for PDF -> PNG slices. The publisher's solution manuals for math homework problems usually came in PDF format, and I developed a process to auto-split each page into individual solution screenshots in a JPG-like format. This was for use in the company's Solutions Builder website for teachers to make custom answer sheets using only the problems they'd assigned.

✉ [REDACTED]

☎ 415 866 [REDACTED]

📍 710 [REDACTED], San Francisco

in [linkedin.com/in/andruo11](https://www.linkedin.com/in/andruo11)

🔗 github.com/andruo11

SKILLS

Adobe Creative Suite

HTML & JavaScript

VB.NET and Java programming

writing Microsoft Office plug-ins

CMS: Drupal, WordPress; LMS: Moodle

Data mining: ParseHub, Selenium

Databases: MySQL, Access, FileMaker

Windows, Mac & Linux

EDUCATION

Certificate in web application programming (in progress)

City College of San Francisco,
2017 - present

M.A. Instructional Technology

San Francisco State University,
2014 - 2017

B.A. Computer Science

University of California at
Santa Cruz, 1996 - 2001

REFERENCES

available on request