

# JONATHAN VASATA

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DISTINCTIVE • LEADER • CREATIVE • EDUCATOR

## CAREER SUMMARY

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*Internationally published and collected commercial & art photographer and technology expert with over 15 years of diverse, broad-based experience across print and digital platforms at premiere media and publishing organizations and brands. Creative collaborator and educator with keen visual aesthetic, exceptional communications acumen and established talent working with diverse, multi-faceted teams to develop innovative concepts and ideas. Highly skilled technology leader and seasoned manager with rare ability to consistently design and execute valuable and reliable business solutions. Expert special project planner, coordinator and producer.*

## PROFESSIONAL EXPERIENCE

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2016 – Present

### Savannah College of Art and Design

**Photo Editor, SCADdistrict.com** (1/2017 – Present)

- Mentor new staff members and identify students with strong talent and potential.
- Lead training courses as a part of District's ongoing new staffer training program.
- Assign, edit and post photos produced by staff in a timely manner and in accordance with established deadlines.
- Propose, facilitate and edit staff members' photographs for all applicable stories on District.

**Graduate Mentor** (9/2016 – Present)

- Guide undergraduate students through holistic, compassionate, and caring peer mentor relationships.
- Encourage and support specific success strategies such as time management, organization, and self-advocating.
- Help coordinate a considered approach to re-frame the educational process as a team experience.

1999 – 2015

### Freelance Photographer

*Privately contracted for personal and promotional photography. Conceptualize, design and execute commercial stock photography shoots.*

- Syndicate work through Getty Images/iStock, Shutterstock, Alamy, Fotolia, Dreamstime and more.
- Sole proprietor of ShutterKids professional photography services.

2000 – 2014

### Time Inc.

*Directed technology solutions and provided integral support at Time Inc. brands that engage nearly half of all adults in the U.S. each month. Steadily promoted from Systems Coordinator up to Media Solutions Engineer for iconic publications People Magazine, Time, InStyle, Money, Fortune, Sports Illustrated, Entertainment Weekly, Southern Living, Essence Magazine and more. Top producer in department and twice honored with corporate awards of excellence. Consistently met tight deadlines and seamlessly managed projects for the company's digital properties that include 50 websites reaching 120 million monthly visitors and 1 billion user-initiated video streams and a social footprint of 146 million. Adept at idea generation, collaborative on-the-spot problem solving and hands-on support and corporate training needs.*

### Central Information Technology

**Media Solutions Engineer** (2012 – 2014)

**Digital & Print Solutions Specialist** (2006 – 2012)

- Customer-focused leadership with hands-on experience in designing, developing, and implementing new distribution capabilities with several major consumer organizations (e.g., Google Play Store, Amazon Marketplace, Apple App Store, Barnes & Noble, etc.).
- Established and documented standards and practices for all magazine technology (e.g., Adobe Creative Suite, WoodWing, SCC MediaServer, Odystar).
- Offered regularly scheduled classes in editorial technology to Time Inc. staff, with certification options available.

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## People Weekly Magazine

**Night Systems Engineer** (2002 – 2006)  
**Systems Coordinator** (2000 – 2002)

- Provided subject matter expertise, support and services while developing and motivating talented people and communicating complex technology matters among key management and financial decision-makers.
- Contributed to the Technology Department's effort to provide the highest quality technical support to the People Weekly Magazine staff. Assisted clients via phone support and, as necessary, remote control software and provided on-site desktop support.
- Evaluated and implemented emerging technologies, standalone products, workflow systems, font management, etc.
- Worked closely with development teams to assure that internal development efforts are targeted to address specific and pressing needs of the People Weekly Magazine staff and organization.
- Revision of workflow processes – continually facilitated evaluations of workflow processes; identify training opportunities, potential areas of efficiencies and cost savings.

1997 – 2000

## Hearst Magazines

### Publishing Technology Manager

*Core end-user support team member for editorial groups generating 21 U.S. titles with 84 million monthly readers.*

- Liaised between support staffs and Desktop Engineering in the development of workstation builds, software rollouts and security initiatives.
- Responsible for the support of several separate remote editorial departments including: *Cosmopolitan*, *Esquire*, Creative Communications, Hearst Distribution Group, Hearst Special Publications and *O, The Oprah Magazine*.
- Assisted core technology groups in the definition, design, engineering, procurement and implementation of various media systems and solutions.
- Developed improved implementation of the Publishing Technology Assistance Center, a full time helpdesk employing remote, interactive software.

## EDUCATION

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**Savannah College of Art and Design**  
2018 (expected) **M.F.A.**, Photography

**Fashion Institute of Technology**  
1997 **A.A.S.**, Advertising Design

**Western Carolina University**  
1994 **B.F.A.**, Painting & Studio Art

**School of Visual Arts**  
1995 Film, Video & New Media

**Stony Brook University**  
1993 Printmaking, Philosophy of Art & Art History

**Islip High School**  
1990 Regents Diploma

## CREDITS, DISTINCTIONS & LEADERSHIP

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- Time Inc. President's Award, 2001.
- Time Inc. Award of Excellence in Collaboration, 2007.
- Group Exhibitions: Chrystie Gallery (New York City, 2005), Liberated Visions (Elizabeth, NJ, 2013) and more.
- Published Work: Vogue, Morris Book Publishing, Cengage Learning, Pearson Education, Adams Media and more.
- Profiled in online feature alongside portfolio selections by *Redox Magazine*, 2013.
- Collected privately by notable figures including design pioneer Jakob Trollbäck and Peter J. Cohen.