

# KARL PALUKA

DIGITAL ASSET MANAGEMENT | CREATIVE OPERATIONS | PROJECT MANAGEMENT

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## PROFESSIONAL PROFILE

Digital asset management, creative operations, and project management professional with 20+ years of experience supporting high-volume creative production, digital commerce, licensed apparel, and workflow transformation. Known for translating operational problems into scalable systems, coordinating business and technology teams, and improving cost, speed, accuracy, and asset reuse. Experience includes asset lifecycle management, production leadership, vendor operations, requirements gathering, testing, reporting, and continuous improvement.

## SELECTED BUSINESS IMPACT

|                                   |                                                         |                                                           |                                      |
|-----------------------------------|---------------------------------------------------------|-----------------------------------------------------------|--------------------------------------|
| <b>90K+</b>                       | <b>\$144K-\$150K</b>                                    | <b>100%</b>                                               | <b>~24 hrs</b>                       |
| image requests supported annually | estimated annual savings from reusable asset production | duplicate image production eliminated through asset reuse | standard turnaround after automation |

## CORE EXPERTISE

Digital Asset Operations • Creative Operations • Project & Workflow Management • Process Optimization • Cross-Functional Leadership • Vendor Coordination • Requirements Gathering • QA & UAT • Asset Readiness • Metadata & Naming Standards • Root-Cause Analysis • Reporting & Exception Management

## PROFESSIONAL EXPERIENCE

**BRANDED CUSTOM SPORTSWEAR, INC.** | Licensed Apparel Manufacturer

Apr 2023 - Present

**Web Image Specialist / Digital Operations** • Overland Park, KS

- Own and support high-volume digital image workflows spanning asset readiness, production art, photography, naming, repositories, outsourcing, customer requirements, and final delivery.
- Support 90,000+ image requests annually and daily production volumes exceeding 400 images, coordinating issues across Digital Imaging, Art Production, Licensing, Sales, Account Services, Photography, Production, IT, and external vendors.
- Partner with IT to define business requirements, test system behavior, troubleshoot defects, improve workflow logic, and implement automation and validation controls that reduce manual work and downstream errors.
- Helped redesign the operating model so each digital asset is created once and reused across an average of 5-6 orders, eliminating duplicate image creation and generating an estimated \$144K-\$150K in annual savings.
- Reduced standard image turnaround from as long as two weeks to approximately 24 hours while increasing visibility into incomplete requests, missing assets, duplicate art, naming issues, color errors, and workflow exceptions.
- Developed and maintain exception reporting that identifies requests unable to move forward because of missing data, artwork, photography, repository files, workflow completion, or customer-specific requirements.
- Translate operational problems into actionable technical requirements; document findings, coordinate ownership, test fixes, and confirm expected results across business and technology teams.
- Manage vendor handoffs and troubleshoot missing PDFs, art boards, image links, repository records, and incomplete asset packages before they become customer-delivery problems.

**BRANDED CUSTOM SPORTSWEAR, INC.**

Nov 2010 - Mar 2024

**Manager, Embroidery & Headwear Production Art** • Overland Park, KS

- Managed a six-person production art team supporting licensed collegiate apparel production, including workload assignment, training, quality, troubleshooting, deadline management, and seasonal production planning.
- Coordinated complex work across as many as six departments and served as an escalation point for artwork, licensing, workflow, production, order, and system issues.
- Directed daily priorities against manufacturing schedules and changing production demand while keeping high-volume work moving across downstream teams.
- Led a major transition from paper-based processes to a digital workflow in approximately four days while maintaining active production requirements.
- Created procedures, standardized workflows, trained employees, identified bottlenecks, and partnered with IT on system and process improvements.

## ADDITIONAL EXPERIENCE

### SELF-EMPLOYED

**Web Consultant** • Lenexa, KS

Dec 2005 - Nov 2010

- Delivered website development, CMS administration, content organization, digital file management, technical support, and consulting for clients while independently managing requirements, timelines, troubleshooting, and deliverables.
- Implemented and maintained PHP-based sites and advised clients on usability, content strategy, site operations, web administration, and application security.

### GEAR FOR SPORTS

**Licensing Administrator** • Lenexa, KS

Nov 2000 - Dec 2005

- Supported licensing and merchandise operations in the apparel industry, including product and order data, vendor coordination, reporting, quality assurance, and web-based merchandise workflows.
- Worked with Oracle Retail and BIS reporting tools while coordinating information across internal teams, vendors, and licensing requirements.

## SELECTED PROJECT LEADERSHIP

### WEB IMAGE WORKFLOW AUTOMATION

- Helped shape a company-wide workflow connecting SAP/order data, production artwork, photography, repositories, outside image production, customer delivery, and exception reporting.
- Defined and evaluated validation rules for artwork completion, photography, style data, color requirements, naming standards, duplicate requests, workflow status, and asset availability.
- Participated in requirements gathering, user acceptance testing, troubleshooting, rollout, and ongoing enhancement; worked directly with IT to explain expected business behavior and validate fixes.
- Changed the operating model from repeated image creation to reusable asset production, improving scale, speed, error visibility, and cost efficiency while reducing standard turnaround to approximately 24 hours.

### PAPERLESS PRODUCTION TRANSITION

- Led a rapid conversion from manual paper-based production processes to a digital workflow in approximately four days, coordinating people, procedures, and technology while keeping production moving.
- Standardized procedures and trained the team on the new process, reducing dependence on manual routing and improving visibility into work status.

### DIGITAL ASSET & OPERATIONS EXPERIENCE

- Manage asset lifecycle touchpoints involving production artwork, product photography, web images, PDFs, art boards, customer files, naming conventions, identifiers, repositories, and delivery channels.
- Troubleshoot missing, duplicate, incorrectly named, incorrectly linked, or incomplete digital assets and determine whether root causes originate in source data, workflow status, repository availability, or business rules.
- Coordinate with external production partners and internal teams to ensure required files, data, and approvals are ready before work moves downstream.
- Work across Box.com, Dropbox, Files.com, internal art repositories, SAP-based tracking, and production systems to support asset access, movement, validation, and delivery.
- Understand the handoffs between creative teams, production, licensing, sales, account services, technology, vendors, and customers - and how bad data or missing assets in one area affect downstream delivery.

### PROJECT & LEADERSHIP STRENGTHS

- Requirements gathering and business-process translation: convert day-to-day operational problems into clear workflow rules, system requirements, testing scenarios, and acceptance criteria.
- Cross-functional coordination: align stakeholders across creative, production, technology, sales, account services, licensing, photography, and vendors around issue ownership and next steps.
- Issue and risk management: identify exceptions early, determine root cause, document impact, coordinate resolution, and verify fixes before work progresses.

## EDUCATION

**University of Kansas**

**University of Kansas**

**Coding Dojo**

Bachelor of Business Administration, 2000

Digital Marketing Boot Camp, 2021-2022

Ethical Hacking Boot Camp, 2023-2024

### SYSTEMS & TOOLS

SAP • SAP Web Image / Tracking • Wrike • Box.com • Dropbox • Files.com • BCS Art Repository • Production Art Master • Adobe Illustrator • Microsoft Excel • Microsoft Office • Oracle Retail • BIS Reporting • PHP • Content Management Systems

### OPERATIONAL STRENGTHS

High-volume execution • Creative and production workflow • Digital asset lifecycle • Asset validation • Vendor handoffs • Process documentation • Workflow testing • Issue triage • Cost reduction • Continuous improvement • Stakeholder communication • Team leadership • Retail / e-commerce support