Malcolm G. Keif

Data Enthusiast | Workflow Optimization | Researcher

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Work Experience

Data Workflow/Variable Data Consultant | DCR Design, San Luis obispo, CA
September 2023 – Present
» Developed complex workflows using Knime for XML integration in Adobe InDesign for Los Angeles transportation system connection tables.
» Developed complex data transformation from .csv to XML, including custom glyph fonts, character substitution from data dictionary, and XML output with Namespace for multi-column integration.
» Complex XML tagging including mapping Tags to Styles with table, paragraph, & character styles.

Professor of Practice | Rochester Institute of Technology, Rochester, NY
Graphic Media Science and Technology Department
September 2021 – Present
» Taught undergraduate Team Project, Information Architecture, and Database Publishing courses for BS in Print and Graphic Media, integrating professional software for personalized/VDP applications.
» Served as Graduate Advisor and recruited students for MS in Print and Graphic Media Science.

Professor | California Polytechnic State University, San Luis Obispo, CA
Graphic Communication Department
September 2001 – Present
» Developed curricula in data management for digital marketing and print media (data cleaning, sorting, filtering, data validation, Vlookups, nested IF, SUMIF, conditional formatting, error handling, charts/graphs, Pivot Tables, data analytics, statistical analysis).
» Developed curricula focused on data exploration and visualization incorporating data workflows using Tableau Prep Builder and Tableau Desktop, as well as Google Analytics custom dashboards.
» Supervised undergraduate and graduate experimental research and statistical analysis using JMP (DOE, ANOVA, T-Test, Regression analysis, and Conjoint/choice research) in color science, consumer preferences for coatings, and deposition of conductive materials (printed electronics).

Speaker | Author | Consultant | Visiting Professor
December 1988 – Present
» Presented at more than 20 technical conferences and authored and co-authored more than 10 peer reviewed technical research papers.
» Authored and co-authored three books focused on lean management and print manufacturing.
» Produced workflow optimization audits, white papers, training materials, and presentations for more than two dozen companies, including PARC, HP, HSBC, Avery Dennison, and Hallmark Cards.

Professor | University of Central Missouri, Warrensburg, MO
School of Technology
August 1990 – September 2001

Cost Estimator | ColorGraphics, Los Angeles, CA
July 1986 – September 1988

Education

Ph.D. in Practical Arts / Technology Teaching
University of Missouri – *December 1995*

M.A. in Industrial Arts
California State University, Long Beach – *June 1989*

B.S. in Graphic Communication
California Polytechnic State University, San Luis Obispo – *June 1986*

Certifications/ Awards

GCEA Kagy/Prust Life Achievement Award – July 2023
AWS Certified Cloud Practitioner – *August 2020*
GCEA Hartman/Dennis Support of Education Award – *July 2020*
XPlor's Brian Platte Lifetime Achievement Award – *May 2015*
FlexTech Alliance's Flexi Award for Technology Leadership in Education – *February 2015*
PGSF's Educator of the Year Award – *September 2004*