



Career Summary

Thirteen years of increasingly responsible positions in the areas of print and Web design and production. Recognized for excellent organizational skills, attention to detail, artistic talent and creativity. Experienced in creating effective page layouts and advertisements for print and the Web, designing marketing and direct-mail materials, and proofing and pre-press processes. A self-motivated professional with excellent oral and written communication skills who enjoys challenging projects and thrives in a fast-paced environment. Expert with Adobe CS3 applications (InDesign, Photoshop, Illustrator, ImageReady, Dreamweaver, Acrobat) and proficient with MS Word and PowerPoint. Experienced with all Mac Operating Systems.

Professional Experience

Freelance Graphic Designer & Production Artist, Various companies. 10/2001 - present.

Generate projects ranging from print production to graphic design to 3-D mock-ups, both from home and on-site in quick-turnaround environments, for a variety of businesses and industries including retail, banking, direct-mail, hospitality, technology, publishing, and insurance.

Design Production Associate, Zaner-Bloser, Columbus, OH. 1/2005 - 9/2008.

Participated in all stages of educational publishing for grades PreK to 12, in subject areas including reading, spelling, handwriting, and phonics.

- Redesigned and produced teacher guides for a reading program, with three variations on the same theme appropriate to different grade levels.
- Created original artwork and designed layouts, performed photo research, and worked with independent contractors, in the production of seven books—part of a large library for 6th grade readers.
- Managed production schedules and communicated inhouse feedback to vendors.
- Designed CD case front and back covers, quarter-fold insert, and CD label.

Online Visual Designer, CMP Media, San Francisco, CA. 7/2000 - 10/2001.

Created MbizCentral.com, an online extension of M-Business magazine, by leading a cross-functional team of seven to research, plan, design and build a user-friendly site and go live by deadline.

- Developed a robust, content-driven site with a distinctive personality by researching competitors' sites and implementing best features of each.
- Fostered sense of ownership and pride among team members by incorporating individual ideas and suggestions into design and structure of site.
- Ensured quick-loading and usable site by consulting with developers on file sizes and technical issues.
- Ongoing responsibilities included creating editorial illustrations, new Web page mock-ups, and banner and 4-color print ads.

Graphic Designer, ShoppingList.com, Sunnyvale, CA. 1/2000 - 7/2000.

Created print advertisements, Web graphics and Web page mock-ups, and produced sales and marketing presentations, in support of this bricks-to-clicks Internet start-up.

- Contributed to revenue by producing professional marketing presentations, demos, and media kit inserts.
- Ensured minimal Web page loading time by creating optimized Web graphics.
- Increased traffic to site by creating effective animated gifs and banner ads with high click-through rates.
- Promoted consistency among design and engineering teams by developing templates, graphic naming conventions, and style guide during site redesign.

Senior Production Editor, CMP Media, San Mateo, CA. 2/1998 - 1/2000.

Trained and supervised a three-person production team that concurrently produced four print publications, (one monthly, three bi-monthly) with responsibilities ranging from page layout to editing to preparation of electronic files for printer.

- Achieved 100% accuracy when entering editors' corrections into page layouts.
- Emphasized key points and increased reader comprehension through the creation of technical figures and illustrations for magazine articles.
- Ensured a smooth printing process by thoroughly preparing electronic files for film output.
- Met 100% of print deadlines by managing and motivating team to meet all milestones.
- Increased consistency and quality of page layouts by developing graphical and production style guides and Quark templates.

Education And Training

Ohio University, Athens, OH.

BFA, Illustration/Design emphasis, Summa Cum Laude.

College Of San Mateo, San Mateo, CA.

Studied HTML and Web site design, organization, and usability.

Graphic Arts Institute, San Francisco, CA.

Completed QuarkXpress and Photoshop certificates.