

CAREER OVERVIEW

- Over fifteen years experience with print and marketing graphic design including postcards, newsletters, flyers, brochures, annual reports, ads, presentation displays, trade show exhibits, and a monthly member magazine.
- Worked with numerous small businesses and organizations developing marketing plans, helped them and my own business obtain press with an emphasis on low or no budget exposure.
- Highly organized with a strong background in database setup, design and usage as well as office automation.
- Pioneer in creative web design with information architecture and user centered interface design expertise. Over 350 web sites designed.
- Over twenty years experience with all Microsoft products, as well as expertise with Adobe and Macromedia software.
- Extensive editing and copy writing of press releases, reports, articles, blogs and newsletters, needs analysis and strategic documents, proposals, and more.
- Published a monthly newsletter and blog on the subject of marketing with technology, for three years, for an audience of 700 small business owners.
- Consulted with clients to determine best technology solutions for their business, and taught small business owners and organizations how to harness email marketing, blogs, and social networking.
- Extensive client and project management and quality review experience.
- Online business research, planning and development.

PERSONAL SKILLS

- Deeply creative with a balance of technical and information processing skills
- Highly organized and detail oriented with strong ability to absorb, assimilate and disseminate knowledge.
- Train and lead people using visual and communication skills.
- Very motivated, innovative and entrepreneurial
- Able to work in a team or independently
- Ability to very quickly learn and apply new software technologies and processes.
- Volunteer involvement in a number of traditional music and arts communities.

TECHNICAL SKILLS

Design Software

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Acrobat Professional
Axure

Web Design Software

Adobe Fireworks
Adobe Flash
Dreamweaver & Contribute
Word Press

Business Software

Act
Outlook
Time Matters
Quicken
Quickbooks
MSMoney

Multimedia Software

Astound
Powerpoint
Sony Vegas Movie Studio

Other Skills/Specialties

- Marketing with technology
- Business and technical writing
- Information architecture, user interface design and usability testing
- Web project management
- Telecommuting and virtual work environments

RELEVANT EXPERIENCE

May 2010 to present

Graphic Designer. Granite Services International, contracted to GE Power & Water

- Building and designing internal web sites, including Flash multimedia elements.
- Acting as a liaison on interface design and information architecture between P&W employees, vendors and corporate web teams.
- Designing information graphics and templates for Powerpoint presentations.
- Responsible for maintaining brand consistency, archiving photo resources.
- Creative project management.
- A wide assortment of print and digital design projects.

April 2008 to February 2009 (economic layoff)

Autotask Corporation, East Greenbush, NY Software Designer

- In charge of an application redesign project, including documentation, mocking up screens, managing the assigned developer, and quality and consistency reviews.
- Provided graphic design support to the Engineering Department in the form of icon design, flow chart and information graphics and document design.

Jan. 2003 to July 2007

Business Design Studio, Albany, NY

- Client marketing needs analysis, proposal and contract writing.
- Creative web design with information architecture and user centered interface design principles.
- Full range of print graphic design services, including business branding and logo design, signage and packaging, brochures, posters and flyers.
- Specialized in strategic marketing with technology and low cost marketing and promotion for small businesses and organizations.
- Virtual team management of web programmers, vendors and other subcontractors.
- Extensive client and project management experience.
- Educated clients and prospects on a wide variety of software and web topics.

March 2000 to February 2001

Creative Director, Parasoft Corp., Los Angeles, CA

- Detailed initial analysis of beta application and development of information architecture blueprints.
- Creation of all interface elements and layout of dynamic and static pages.
- Wrote and illustrated all content for context sensitive help system, online tour and wizards.
- Project management and coordination between developers in Poland and content staff in LA.
- Logo design, marketing and branding.
- Developing online channels for promotion and support of international sales team.

July 1995 to March 2000

Owner, Turtle's Web Art & Design, Albany, NY

Provided freelance services to web hosting and web development companies, providing web interface design, information architecture and usability testing services.

November 1987 to July 1006

Various Titles, NYS Dept. of Motor Vehicles, Albany, NY

- Design of print and digital presentation materials, manuals and reports using desktop publishing, graphic and multimedia software.
- Automation projects from analysis to design, integration, implementation and documentation of custom database, spreadsheet and word processing applications.
- Complete design and implementation of a large online Standards Manual using Robohelp.

EDUCATION

SUNY Empire State College, Center for Distance Learning

Currently pursuing a bachelors degree in Visual Communication Design, using experiential learning credit

Fall 1988 - Spring 1994

Graphic Design A.A.S.

Sage Evening College, Albany, NY

Graduated with high honors