

experience

JANUARY 2004 – MARCH 2008

Discovery Institute of Medical Education (DIME)

A Publicis Medical Education Groupe Company | Senior Graphic Designer

Designed, executed, and art directed creative concepts across an array of materials. These included invitations, syllabi, monographs, CD interfaces and packaging, websites, logos, ads, and signage. Art directed and mentored designers and freelance staff. Played a key role in fostering the growth and development of the Creative Services Department. Consistently met project deadlines and printing budgets. Effectively communicated with clients, team, and vendors. Exhibited strong management and organizational skills. Designed company's new branding and collaterals.

FEBRUARY 2001 – DECEMBER 2003

This is Graceland Creative | Design Consultant

Created compelling visual identity systems with style guides. Designed collateral materials. Developed site architectures. Designed and built strategic websites. Developed relationships with printers. Acted as project manager and copywriter.

JUNE 2002 – AUGUST 2002

S1 Corporation | Contract Web Developer

Built static and dynamic websites using standard industry tools and company's proprietary software. Played an active role to establish design and development conventions.

APRIL 1999 – JANUARY 2001

Cyberplex | Interface Designer

Created site designs that worked within the constraints of the client's visual identity system. Art directed associate designers and interns. Communicated concepts and designs to clients and team. Worked with web developers and project managers to prevent or resolve design issues. Managed site designs through to their completion. Designed banner ad campaigns and email newsletters. Built and maintained HTML pages. Promoted to interface designer within one year.

MARCH 1997 – APRIL 1999

Rock, Paper, Scissors Design | Design Consultant

Designed various marketing communication materials for clients. Designed web pages. Created artwork for online use. Prepared materials for press or output by service bureau. Solicited printing bids, and attended press checks. Served as liaison between client and appropriate vendors.

AUGUST 1998 – DECEMBER 1998

U.S. OnLine Communications, Inc. | Graphic Designer

Responsible for the development and creation of promotional marketing materials. Produced ads for monthly cable magazine. Created graphics for company website. Designed and built web pages. Responsible for the design, development, and maintenance of company intranet. Served as liaison with printers and related vendors.

OCTOBER 1995 – FEBRUARY 1997

United Way/Capital Area | Communications Associate

Designed marketing materials from concept to final production. Prepared materials for press or output by service bureau. Recruited and managed interns. Coordinated printing process with vendors. Used stylesheets extensively. Created electronic templates for office-wide use. Proofread jobs. Assisted in the planning and coordinating of special events. Drafted marketing plans, news releases and fact sheets. Organized and tracked departmental purchase authorizations and budgets.

FEBRUARY 1995 – SEPTEMBER 1995

PolyDyne Development Corporation | Technical Writer

Wrote, edited and laid out end-user manuals and brochures. Wrote release notes, news releases, and product articles. Wrote online documentation and built online help systems for Windows software applications using RoboHELP. Designed product logos. Planned and implemented direct-mail campaigns. Compiled media and marketing lists. Placed media follow-up calls.

JULY 1994 – DECEMBER 1994

Taylor • Neumann Public Relations | Public Relations Assistant

Wrote and edited news releases, media advisories, newsletter articles, and brochure copy. Compiled media lists. Placed media follow-up calls. Assisted in the planning and coordinating of special events.

activities

- Member, American Institute of Graphic Arts (AIGA)
- Featured in *Softies: Simple Instructions for 25 Plush Pals* published by Chronicle Books, August 2007
- Featured in *Plush-o-Rama: Curious Creatures for Immature Adults* published by Lark Books, Fall 2006
- Featured in *Pictoplasma 2* published by Die Gestalten Verlag, Fall 2003
- Featured in *RSVP: The Very Best of Invitation Design* published by Rotovision, May 2003
- Sole Proprietor, Spasmodica.com, 2003-present
- Judge, SXSW Interactive Web Awards, 2001, 2002, 2003
- Charter Website Affiliate, Chickclick.com

awards

- Award of Excellence in Marketing/Promotion (Direct Mail), The Communicator Awards, 2008
- Certificate of Merit (Foil Stamping & Embossing/Debossing), Pinnacle Print Awards, 2008
- Best Cover Design (Brochure), The Communicator Awards, 2007
- Certificate of Merit (Trade Books, Journals & Other Books), Pinnacle Print Awards, 2007
- Highest Craftsmanship, Austin AIGA Avenue of Misfit Toys, 2003
- Second Place, The Arc of the Capital Area website, AIR-Austin (Accessibility Internet Rally), 1999
- Finalist, Best Business (Profit) website, SXSW Interactive Web Awards, 1998
- Finalist, Best None-of-the-Above website, SXSW Interactive Web Awards, 1998
- International Who's Who of Professional & Business Women, 1995

skills

Software

Photoshop CS3	Illustrator CS3
InDesign CS3	Dreamweaver CS3
Quark XPress	Microsoft Office

Other Skills

- Project management
- Proofreading/editing/copywriting
- Digital photography

education

Texas A&M University
College Station, Texas
B.A. in Journalism, Concentration in PR

Presenting Data and Information:
A One-Day Course Taught By Edward Tufte
Austin, Texas

2000 HOW Design Conference
Atlanta, Georgia