

Graphic Designer Expertise

- Skilled in print communication and Internet design and implementation
- Expert in Adobe Creative Suite (InDesign, Dreamweaver, Illustrator, Photoshop), Acrobat, Microsoft Office, HTML, CSS
- Proficient in Content Management Systems, Flash, JavaScript and Active Server Pages
- Adept in both Macintosh and Windows environments

Experience spans public, private and non-profit organizations. Employ exceptional skills in conceptualization and implementation of effective, unique design solutions and promotional campaigns.

Graphic Design Experience

HARDIN DESIGN

1997 to present

Freelance Graphic Designer

Manage all aspects of graphic design business including print and web design and implementation, business administration, marketing, billing and tracking.

- Utilize creative and technical knowledge to create graphics, publications, standards compliant websites, e-newsletters, and other elements as needed.
- Direct clients in building focused branded, marketing solutions.
- Utilize current software and technology in all aspects of design: Illustrator, InDesign and Acrobat to create publications and graphics and deploy files; Photoshop and Fireworks to enhance and modify photos and illustrations and produce graphics; Dreamweaver and text editors to write clean, compliant HTML and CSS code; and Flash to create interactive websites and announcements.

UNIVERSITY OF CINCINNATI

1993-1997 and 2000-2009

Information Technology Analyst, College of Nursing, 2004-2009

Public Information Officer/Electronic Publishing Coordinator, 2000-2004

Designed and implemented communication vehicles including website, direct mail, brochures, newsletters, displays, posters and a host of promotional items.

- Guided directors in developing focused branded, marketing initiatives resulting in consistent communications that increased enrollment; within Macintosh environment employed Illustrator and InDesign to create publications and graphics; Photoshop and Fireworks to enhance and modify photos and illustrations and produce graphics, and Acrobat to distribute publications and files.
- Developed College website, local sites for College units and sites in support of College grants; working in both Macintosh and Windows environment utilized Dreamweaver and text editors to write HTML and CSS code and produce sites.
- Decreased marketing expenses, increased reach through planned and controlled publication production.
- Mentored individuals to ensure compliance with branding initiative.
- Served on branding and marketing committees and projects that led to university-wide recognition.
- Developed strategy and solutions for College marketing and Internet presence.
- Provided guidance and technical assistance for distance learning and continuing education initiatives.

Marketing Coordinator University Bookstores, 1997-1998

Developed and implemented marketing plan and advertising budget, developed bid packages and coordinated printing, hosted promotions and events.

- Designed and produced promotional materials and display needs resulting in consistent message and increased awareness for promotions and campaigns: within Macintosh environment employed Illustrator and Pagemaker to create graphics and print work, and Photoshop to enhance and modify photos.
- Planned Bookstores website expansion through analysis of marketing data leading to online purchasing.

Electronic Publishing Coordinator, 1994-1997

College of Evening & Continuing Education

Designed and implemented award-winning college promotional material including brochures, newsletters, and web and environmental graphics. Utilized current software in both Macintosh and Windows environment for print production including Pagemaker, Illustrator, Photoshop and Acrobat.

Instructor, Communiversity, 1995-1997

Developed and taught PageMaker Basics, non-credit instruction in PageMaker publication software in Windows environment.

HAMILTON COUNTY GENERAL HEALTH DISTRICT, Cincinnati, OH

1997- 2000

Graphic Designer

Established graphic design position, implemented all communication vehicles and website development and production. Employed current software and technologies in Windows environment including Pagemaker for print design and execution and Frontpage for website development.

QSC GRAPHICS, Springdale, OH

1989-1992

General Manager

Managed all aspects of busy quick print shop including development of yearly budget, marketing plan and sales analysis, made recommendations for financial growth, staffed positions, assigned workload.

Education

Continuing education in graphic and web design and development

AS Applied Business, Commercial Art, University of Cincinnati, Raymond Walters College

Art Academy of Cincinnati