



Graphic Designer — Web Developer — Visual Communications Specialist

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SUMMARY

I'm a creative, articulate innovator with a passion for the visual arts, specializing in graphic design and web development. Through a combination of corporate experience, freelancing ventures, and education I have developed a mastery over composition, typography, usability, and standards—which I can channel to create multimedia that is effective and compelling.

SKILLS

I am proficient using Macromedia Studio (Dreamweaver, Flash, Fireworks, Freehand), Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat), QuarkXPress, XHTML, XML, CSS, JavaScript, ActionScript, and AJAX. I am also familiar with PHP, ASP, MySQL, ColdFusion, and other web languages.

WORK EXPERIENCE

General Dynamics IT—Arlington, VA Acting Program Manager (March 08 - Present)
Communications Specialist (June 06 - February 08)

Clients: Department of Defense Business Transformation Agency (BTA)
Task Force to Improve Business and Stability Operations—Iraq (TFBSO)
Deputy Under Secretary of Defense, Business Transformation

Duties: Brand and identity design, publications design, coordinating print production, proofing, quality control and assurance, exhibit design, stakeholder outreach, tradeshow and conference planning, proposal writing, budget analysis and tracking, and program management over a team of five communications professionals

Major Accomplishments:

- ✓ *Created the BTA's public website—www.defenselink.mil/bta*

I built this site, which was a total redesign of a former layout, from the ground-up in XHTML, CSS, and JavaScript. The goal was to create an easy-to-maintain site which was attractive and modern, but also adhered to web standards, preserved usability, and looked appropriately conservative for a government agency.

- ✓ *Created and maintained the TFBSO's public website—www.defenselink.mil/tfbs*

My client for this project, the Deputy Under Secretary of Defense for Business Transformation, needed a website primarily for reporters and journalists who wanted information on his Task Force's efforts in Iraq. I built the pages with XHTML, CSS, AJAX, and Flash for video streaming.

- ✓ *Redesigned the BTA's tradeshow exhibit*

I created a fresh look for the Agency's four-panel pop-up display, which is used at high-profile industry events to reach external stakeholders. In addition to taking the photographs and designing the layout, I also prepared the panels for printing and oversaw their production.

Clients: Department of Defense Business Transformation Agency (BTA)
Business Management Modernization Program (BMMP)

Duties: Writing and editing, brand and identity design, publications design, coordinating print production, proofing, quality control and assurance, management of photo libraries, tradeshow and conference planning, information graphics design, e-Newsletter management, document formatting, and presentation design

Major Accomplishments:

- ✓ *Created and deployed the BTA's visual identity with the BTA Guide to Branding and Styles*
Creating the BTA brand involved designing several visual elements—the logo signature, the tagline graphic, document templates, etc.—and defining rules and guidelines for their use. The guide also included the BTA's writing standards, document formatting procedures, and typographic standards.
- ✓ *Managed the layout of the Enterprise Transition Plan, the BMMP's annual report to Congress*
To successfully deliver this 200-page publication, I created page layouts, designed information graphics, and applied formatting to the contributions of dozens of writers. I also prepared the files for printing and oversaw the production of the final bound book, which was delivered to Congress and distributed throughout the Defense Department.
- ✓ *Won Anteon's Team Achievement Award for outstanding contribution in 2005*
I was recognized by company and client-side leadership for being “instrumental in raising the visibility of the DoD's unprecedented effort to transform business operations.”

Duties: Graphic design for printed t-shirts and sportswear, logo design, account management, web development, advanced color separation, pre-press setup, mixing spot colors, computer and technical maintenance, business development

Clients: Dutko Worldwide, Sytech Corporation, George Mason University, Oxford Communications, Blue and Gray Title, Law Firm of Holly H. Hazard, Ebenezer United Methodist Church, Mind's Eye Music Studios, Joshua Miller (author), East on Orange (musicians)

Services: I have designed brand identities, logos, book covers, websites, multimedia presentations, postcards, business cards, posters, promotional materials, newsletters, and illustrations. Other services provided: photography, software tutorials, photo manipulation, and writing/editing.

EDUCATION

Degree: Bachelor of Arts—Major in Art and Visual Technology / Minor in Multimedia

Honors: Dean's List, 2003-2005, graduated Magna Cum Laude