

TECHNICAL SKILLS

EXTENDED PROFICIENCY

InDesign CS5
Illustrator CS5
Photoshop CS5
FrameMaker 6
Lightroom 3
Photography

PROFICIENCY

MS Word
MS Outlook
MS PowerPoint
Dreamweaver CS4
GoLive CS2
After Effects CS3
Premiere Pro CS3
Acrobat 9
Content management applications
Technical drawings

WORKING

KNOWLEDGE

HTML
CSS
XML
JavaScript
AppleScript

SUMMARY

10+ years of graphic design and production art professional experience

Print design and production expertise

Web design and production experience

Expert computer skills, including mastery of Adobe Creative Suite

Award-winning design solutions

Accustomed to stressful situations, multi-tasking, and strict deadline demands

Long history of providing creative solutions to a variety of communication needs and delivering in a variety of both print and web methods and formats

Project management role in planning, budgeting, resourcing, and art direction

Excellent written and verbal communication skills

Proactive self-starter as well as valuable team member

PROFESSIONAL EXPERIENCE

CORPORATE MARKETING, BRAND STRATEGY — MICROSOFT: 2006 – 2011

Designed: • html emails • PowerPoint templates • web graphics • brand guidelines

Created brand design elements, clarifying brand voice

Produced high-volume of logos, and web-based guidelines for global implementation

Collaborated and initiated detailed style guides and processes, ensuring successful brand coherence

Entered and managed high-volume of graphic assets into content management system

Searched for and optimized images for web design layouts, reinforcing message goals

Wrote custom scripts, automating repetitive tasks and ensuring consistency

LEARNING RESOURCES — ADOBE SYSTEMS: 1993 – 2006

Designed: • templates • documents • books • collateral • animations
• presentations • website graphics

Created original designs for documentation and learning resources, illustrating creative uses of graphic design, dynamic media, and web software

Managed and produced art for large, complex projects, meeting communication standards and intricate schedules

Presented complex concepts with clarity and global appropriateness

Mastered use of FrameMaker and XML workflow for long documents

Prepress involvement including preparation of files, press checks, and authoring best-practices training documents

WEISGERBER DESIGN — ongoing freelance business

Designed: • brand identities • collateral • publications • advertising • catalogs

Designed, produced, and managed resources and printing for multiple clients

Art Director for *Canoe* magazine and *Canoe and Kayak Racing News*.

Redesigned an existing periodical and designed new periodicals (Silver Maggie Award)

EARLIER RELEVANT POSITIONS

Designer and art director, publisher

Designer and production manager, small printer

Production artist, insurance industry

Production artist, sign company

Photo lab technician, photo studio

EDUCATION

Bachelor of Science in Design, Graphics, University of Cincinnati: 1975

Continuing education: Advanced Design at School of Visual Concepts; XML Basics; Macromedia Flash training; conferences and workshops

COMMUNITY INVOLVEMENT

Teacher: Photoshop and PageMaker for OneNorthwest

Guest speaker: professional associations, K-12 and college classrooms

Judge: Associated Collegiate Press' annual student journalism design contest

Founder and moderator: Adobe Camera Club