

Deirdre Spencer • See my graphic design portfolio at deirdrespencer.com

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With fifteen years of experience in designing print and electronic marketing collateral in both staff and freelance positions, I have designed for a wide range of businesses and clients. I am equally proficient in both print design (from concept to prepress) and web design (from site architecture to XHTML and CSS coding).

Software: Mac OSX and Windows platforms; Photoshop, QuarkXPress, InDesign, Freehand, Fireworks, Acrobat, Illustrator, Dreamweaver, HTML editors, and more.

EXPERIENCE

1/08 to present *Art Director* • e-agency, Oakland, CA

E-agency is a full service branding communications company.

In addition to providing art direction and design on print and web projects for clients such as Oakland International Airport, I have managed contractors and freelancers, met with clients on a regular basis, and coordinated design efforts with the back-end programming of Cold Fusion, PHP, and Drupal developers.

12/05 to present *Volunteer Graphic Designer / Web Developer* • The Taproot Foundation, San Francisco, CA

Projects include: The Wellness Community website (2008) • Streetside Stories website (2006)

I played a key role on these projects, including participating in the discovery process, creating wire frames and collaborating on site architecture (for Streetside Stories), designing and presenting comps, and building HTML templates and using them to create a final website. The award winning Streetside Stories project included implementing an online store, embedding preview videos from their digital anthologies, creating a blog template and setting up an RSS feed, and incorporating forms and javascript.

2/05 to 3/06 *Graphic Designer* • Waxcreative Design, Oakland, CA (Part-time position)

Waxcreative is a boutique web design studio specializing in niche marketing for best selling and up-and-coming romance authors.

My duties included the maintenance of client websites and the design and construction of new sites, as well as the design and prepress of related promotional materials (bookmarks, postcards, business cards, print ads, and so on).

3/01 to 12/07 *Freelance / Volunteer Graphic Designer* • Oakland, CA

Clients include: JAK Designs Hand-loomed Knitwear • Scalent • DuDell & Associates • Mickaboo Companion Bird Rescue • Exhale • BeachBaby Santa Cruz

I have art directed and coded websites for several small businesses and non-profit organizations, designed a white paper template for Scalent, and designed printed marketing collateral for DuDell & Associates and their clients.

7/00 to 2/01 *Art Director* • eStudio, Fremont, CA

eStudio was a new media firm that designed marketing collateral primarily for other Silicon Valley start-ups.

As AD for this new media start-up, I supervised of a small team designing client websites, corporate identity systems, marketing collateral.

3/99 to 11/99 *Creative Supervisor* • Wave Systems Corp., Lee, MA

Wave Systems makes trusted computing security products.

As a member of the Product Marketing department, I oversaw or handled directly the production and design of corporate websites, storefronts, and application GUIs, as well as product packaging, logos, printed materials, and trade show graphics.

2/98 to 2/99 *Freelance Graphic Designer* • Great Barrington, MA

Clients included: The Berkshire Museum • KinderMuse Entertainment, LLC. • Blue Q • The Voyager Co.

I created logos and corporate ID systems, exhibition signs and brochures, marketing collateral, and CD-ROM GUIs for these diverse clients.

5/96 to 1/98 *Website Creative Director/Photoshop Supervisor* • Manex Visual Effects (MVFX), Lenox, MA

Manex Visual Effects was best known for its Oscar-winning work on feature films *What Dreams May Come* and *The Matrix* trilogy.

I designed and coded a secure website to facilitate international production communication between the Warner Bros., Dfilm, and MVFX offices. As the sole graphic designer in Manex's small marketing department, I supervised Photoshop illustration and compositing for bid packages and previsualization, and designed print ads, promotional materials, a corporate ID system, and an award-winning corporate website. Productions I worked on included *The Matrix*, *What Dreams May Come*, *Starship Troopers*, *Event Horizon*, *Judge Dredd*, and Burger King commercials.

In addition to this staff position, I also worked extensively for earlier incarnations of the company on a freelance basis in the early '90s (MASS.ILLUSION, The Trumbull Company, Cinergi FX), and returned to art direct the 2000 Oscars edition of the MVFX website.

8/94 to 4/96 *Digital Graphic Designer* • IMAX Ridefilm Corporation, Lee, MA

IMAX Ridefilm created entertaining simulator rides using IMAX technology.

My responsibilities included illustrating and designing corporate marketing collateral.

RECENT AWARDS

- 2007 Horizon Interactive Award, Public Service/Non-profit, Bronze: Streetside Stories website
- 2005 Horizon Interactive Award, Self-promotion/Corp. ID, Honorable Mention: portfolio website
- 2005 DesignFirms.org, Web Design Award Winner: portfolio website

EDUCATION

B.F.A. 6/93 Media/Graphic design • The School of Visual Arts, New York City

graphic design, illustration, desktop publishing, silk screening, art history, photography

9/87 to 6/90 Painting and printmaking • Hampshire College, Amherst, MA

oil painting, figure drawing, etching, silk screening, lithography, art history, liberal arts

GROUPS & ASSOCIATIONS

- American Institute of Graphic Arts, member