

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

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With substantial 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, InDesign, Illustrator,
Dreamweaver, HTML editors,
Freehand, Fireworks, Acrobat,
and more.

EXPERIENCE

7/10 to present *University Web Manager* • Holy Names University, Oakland, CA

HNU is a liberal arts institution founded in 1868.

I redesigned the University website, updating code to reflect current standards, decrease page load time, and improve Search Engine Optimization; designed and launched a display ad campaign, increasing visits to Info Night R.S.V.P. page by over 400%; implemented new social networking pages (Twitter, LinkedIn, FourSquare) and strategies for maintaining existing Facebook Fan pages.

7/10 to present *Vice President, Executive Board* • AXIS Dance Company, Oakland, CA

AXIS creates and performs contemporary dance through the collaboration of dancers with and without disabilities, and through community education and outreach programs, teaches about collaboration and disability.

12/99 to 7/10 *Freelance Graphic Designer* • Oakland, CA

Clients include: Placemaking Group • e-agency • eStudio • JAK Designs • Scalent • DuDell & Associates

I designed and coded websites and designed printed marketing collateral for several small agencies, businesses and non-profit organizations.

12/05 to 3/10 *Volunteer Graphic Designer / Web Developer* • The Taproot Foundation, San Francisco, CA

Projects include: AXIS Dance Company brochure (2009) • Streetside Stories website (2006)

The award winning Streetside Stories project included an online store and embedded videos. I participated in the discovery process, created wire frames and site architecture, designed and presented comps, built HTML templates and incorporated forms and javascript to create a final website.

10/08 to 4/09 *Senior Graphic Designer* • Placemaking Group, Oakland, CA

The Placemaking Group is a full-service PR, web and marketing communications firm.

Brought aboard to cover for a creative director on leave of absence, I designed and maintained websites and printed marketing collateral for such clients as Shorenstein Corporation and McRoskey Mattress Company, as well as the cities of Fairfield, Suisun City, and Emeryville.

1/08 to 9/08 *Acting Art Director* • e-agency, Oakland, CA

E-agency was 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 managed freelancers, met with clients regularly, and coordinated design efforts with the back-end programming of Cold Fusion, PHP, and Drupal developers.

2/05 to 3/06 *Graphic Designer* • Waxcreative Design, Oakland, CA

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).

3/99 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 • Blue Q • The Voyager Co. • IMAX Corporation

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 '90s (MASS.ILLUSION, The Trumbull Company, Cinergi FX), and returned to art direct the 2000 Oscars edition of the MVFX website.

RECENT AWARDS

- Nine Bronze and Silver Horizon Interactive Awards since 2005
- 2008 Top 5 Newcomers — *Business Week's* Best of the web: Yollege.com

EDUCATION

B.F.A. Media/Graphic design • The School of Visual Arts, New York City
graphic design, illustration, desktop publishing, silk screening, art history, photography

additional undergraduate 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