



PROFESSIONAL PROFILE

- Graphic designer and communications director, experienced in “getting the message” out on multiple media platforms
- Hybrid web designer & developer, managing workflow from initial sketches to site launch
- Expertise in designing, developing and maintaining brand identity across multiple media
- Flexible and experienced at working both individually and in a team environment
- Dependable, detail-oriented, and highly organized

CAREER HIGHLIGHTS

PRINT DESIGN

Designed and produced a Mohawk Paper award-winning 6-color, 32-page commemorative “photo album” and logo celebrating the Association’s beginnings and 60-year anniversary. ~ *American Public Power Association, Washington DC, 2000*

WEB DESIGN / DEVELOPMENT

Designed, maintained, and updated content for the Teelok Print Group (Minuteman Press) WordPress website. Designed and coded HTML emails for prolonged email campaigns, adding code to mitigate rendering difficulties in MicroSoft Outlook. ~ *Prepress, Graphic & Web Design, Minuteman Press, November 2021 - November 2023*

Managed the design and installation of the Whitmer Athletic Club’s website, guided the client to a site host, set up the online store, and implemented every technical and design aspect of the site’s creation. ~ *Freelance Graphic & Web Designer, March 2013 - Present*

Created custom Joomla content management system (CMS) templates, managed use of plug-ins and extensions, and authored user manual for future webmanagers. ~ *Webmaster, CACI (PEO EIS), Fort Belvoir VA, December 2008 - June 2010*

SKILLS

- Page design and layout, knowledge of 1 to 4 color printing processes
- WordPress and responsive website design, programming, administration
- Branding and visual identity design, from first concepts to final product and style guide documentation, including social media
- Image compositing and manipulation
- Digital video editing
- 3D modeling, rendering and animation

MOST RECENT WORK

PREPRESS, GRAPHIC & WEB DESIGN, MINUTEMAN PRESS NOVEMBER 2021 ~ NOVEMBER 2023

- Preflighting client job files for production. Correcting and creating additional art as needed. Alerting customer service to potential issues with client files.
- Printing of proofs and final job runs using high-speed, high-volume digital printers. Replacing toner and paper stock as needed.
- Preparing specific job files in preparation for making press-ready plates.
- Preparing mailings for the USPS using AccuZIP and online USPS applications. Preparing mailing lists for data merges into Adobe InDesign.
- Designing, maintaining, and updating content for the company’s website.
- Designing and coding HTML emails for prolonged email campaigns.

INTERACTIVE MULTIMEDIA DESIGN

Designed, built, deployed and maintained interactive kiosks for industry events and networked multimedia computers for permanent installation. ~ *Senior Web Developer, BRTRC, Technology Marketing Group, Fairfax VA, 2001 - November 2008*

STRATEGIC COMMUNICATIONS

Designed and maintained a monthly newsletter describing agency news, events and accomplishments. Updated collateral brochures and one-pagers with fresh designs and images. ~ *Strategic Communications Lead, CACI (PM DoD Biometrics), Alexandria VA, June 2010 - March 2013*

EVENT LOGISTICS

Assisted in the logistical management of a multiple-day meeting event. Acquired the venue, registered attendees, and managed food and beverage vendors during the event. ~ *Strategic Communications Lead, CACI (PM DoD Biometrics), Alexandria VA, June 2010 - March 2013*

SOFTWARE EXPERTISE

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro)
- Adobe Acrobat Professional
- Microsoft Office / 365

PROGRAMMING LANGUAGES

- HTML 5, CSS 3, XML, JavaScript



WORK HISTORY

FREELANCE GRAPHIC & WEB DESIGNER APRIL 2013 ~ NOVEMBER 2021

- Rebranded the ANGELS Outreach Ministry for their 25th anniversary and created printed collateral for their annual fundraiser. Continuing to provide graphic & web design and branding to the present day as a member of the Board of Directors.
- Created logo and collateral for South Paw, LLC
- Redesigned and updated the WordPress website for Lima Millwork, Inc., a cabinetmaker and carpentry shop serving primarily nursing homes.
- Redesigned the logo for Welder Service Company, Inc., a Toledo welding supply company.
- Designed, installed, and launched the Whitmer Athletic Club's website, guiding the client to a site host, setting up e-commerce, and handling every technical and design aspect of the site's creation, and ongoing maintenance when needed.
- Brand identity, book, and website design for author James Mock.

STRATEGIC COMMUNICATIONS LEAD, CACI (PM DOD BIOMETRICS), ALEXANDRIA VA JUNE 2010 ~ MARCH 2013

- Communicated approved agency messages through high quality print products, public website, and other media.
- Clarified existing PowerPoint slides with graphics easier to understand for senior leader briefings.
- Assisted planning, coordination and implementation of public relations initiatives, including the development and maintenance of a new website and quarterly newsletter.
- Developed new business processes to manage workflows, improve efficiency and promote resource sharing, and the routing of documents for review, approval, and signature by leadership.
- Assisted in the logistical management of a multiple-day meeting event, which included acquiring a venue, registering attendees, and managing food and beverage vendors.

EDUCATION

- B.F.A., Graphic Design, Bowling Green State University, December 1989
- ColdFusion, EEI Communications, February 2002

PROFESSIONAL AFFILIATIONS & AWARDS

- Mohawk Paper Award of Excellence 2000 (American Public Power Association)
- Business Marketing Association's ProComm Award 1997 (Terry Robie Communications)
- Internet Site Development Award of Excellence (Terry Robie Communications)
- Member of Adobe Developer's Exchange

WEBMASTER, CACI (PEO EIS), FORT BELVOIR VA DECEMBER 2008 ~ JUNE 2010

- Provided graphic design and website support for PEO EIS and subagency websites, and provided design support for printed collateral as produced by the PEO EIS BTSCD Media Support Division.
- Created custom Joomla content management system (CMS) templates, managed use of plug-ins and extensions, and authored user manual for next webmanager.
- Maintained the PEO EIS brand identity across web, print, and electronic media such as PowerPoint presentations.
- Knowledgeable in DA/DOD web page standards, best practices and policy guidance, including Section 508 of the Americans with Disabilities Act (ADA).

PREVIOUS WORK HISTORY

- Senior Web Developer, BRTRC Technology Marketing Group, Fairfax VA, 2001 ~ 2008
- Senior Graphic Designer, BRTRC, Institute, Fairfax VA, 2000 ~ 2001
- Graphic Designer, American Public Power Association, Washington DC, 2000
- Lead Imaging Technician, Quad Graphics, Martinsburg WV, 1998 ~ 2000
- Imaging Technician, Quad Graphics, Martinsburg WV, 1997 ~ 1998
- Graphic & Multimedia Designer, Terry Robie Communications, Toledo OH, 1996 ~ 1997

REFERENCES

- **Lisa Canales-Smith**
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