

Marlene Bruce

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Multimedia Designer

Objective:

Create graphic designs that effectively communicate. Develop user-friendly, elegant interfaces for web sites and web-based applications. Promote thoughtful and effective user-centric methodologies. Work with passionate, collaborative and earnest teams.

Portfolios:

Graphic Design: www.DigitizeThis.com/illustration/
Web Design: www.DigitizeThis.com/web_portfolio/
Artwork: www.DigitizeThis.com/artwork/

Key Skills:

Graphic Design Abilities:

- ◆ Print design, many types
- ◆ Packaging design
- ◆ Trade show booth design
- ◆ Presentations, PDFs
- ◆ Style guides, typography
- ◆ Illustration, photography
- ◆ Image editing, photo manipulation, animation
- ◆ Management of colors, fonts, linked art, logos, archives
- ◆ Production file preparation and transfer

Web Abilities:

- ◆ HTML, XHTML, CSS
- ◆ UI / Interaction Design
- ◆ IA and taxonomy
- ◆ Wireframes, templates
- ◆ Style guides
- ◆ Web site management, analytics analysis
- ◆ Usability testing/heuristics evaluation
- ◆ Design for portals, CMSs, eCommerce
- ◆ Web graphics and code optimization, SEO
- ◆ Project transition: documentation, handoff and training

Other Abilities:

- ◆ Writing, editing (web, print)
- ◆ Marketing through emails, social media

Software:

Comfortable on Mac (since 1984) or Windows (since 1995)

- ◆ Dreamweaver, BBEdit / Notepad, Web Trends and other log analyzers, FTP, VPN
- ◆ Photoshop, Illustrator, InDesign, Acrobat Pro, Microsoft Office (Word, Excel, PowerPoint)

Experience:

Freelance Graphic / Web Designer and Developer

October 2001 to present

Designs for diverse small to large clients.

GRAPHIC DESIGN

- ◆ logos
- ◆ business cards
- ◆ brochures
- ◆ postcards
- ◆ fliers
- ◆ rack cards
- ◆ newsletters
- ◆ illustrations
- ◆ patches & stickers
- ◆ product design
- ◆ packaging design
- ◆ counter/display design

Clients included Political Dog, Active Life Massage Therapy, Playa Del Fuego Fire Conclave, Front Royal Bicycles, University Hills Community Association, Buccaneer Games, etc.

WEB DESIGN

- ◆ site conceptualization
- ◆ information architecture
- ◆ user interface design
- ◆ "look and feel" design
- ◆ template engineering
- ◆ graphics optimization
- ◆ HTML & CSS coding, SEO
- ◆ hosting & email setup

Web clients included ChevronTexaco, OpeningHorizons.com, BackCountryMassage.com, DivaCompetition.com, StarBeautySchoolVA.com, MountainMystic.com, AllPredictive.com, etc.

(Experience continued next page...)

Experience Continued:

LooneyLabs.com December 2002 to November 2006
Graphic Designer, Web Developer, Contact Manager, Customer Relations, etc.

GRAPHIC DESIGN

- ◆ posters, fliers, brochures
- ◆ packaging design
- ◆ advertising
- ◆ newsletters
- ◆ game component design (playing cards, rules, boards, etc.)
- ◆ game production prototyping / templating
- ◆ convention booth design (backdrops, signs, displays, etc.)
- ◆ convention schedules and other booth literature

WEB DESIGN

- ◆ web site prototyping
- ◆ content writing & editing
- ◆ new site conceptualization, layout and design for revamped site proposal
- ◆ intranet & extranet process design
- ◆ template engineering

Under One Leaf May 2002 to February 2003
Graphic Designer, Webmaster

GRAPHIC DESIGN

- ◆ product design
- ◆ packaging design
- ◆ advertising design
- ◆ photography

WEB DESIGN

- ◆ information architecture
- ◆ site design
- ◆ template engineering
- ◆ HTML and CSS
- ◆ e-commerce design
- ◆ content guidance and editing

CDG Solutions, Inc. June 2000 to October 2001

Web Designer, Developer, Usability Advisor

WEB: Various services for 12 clients including:

- ◆ interface architecture
- ◆ final "look-and-feel" design
- ◆ template engineering
- ◆ project transition
- ◆ usability guidance, site reviews and test observation
- ◆ multi-nav-depth page prototyping, paper to high resolution
- ◆ on-line application UI design
- ◆ image and code optimization
- ◆ coding for browser/platform consistency

Design Projects for CDG Solutions Clients:

- ◆ **Fannie Mae** — Six syndicated home-buying calculators: design & complete HTML/CSS; style guide; usability testing. Also designs for affiliate web pages (Sears, FedEx, Walmart).
- ◆ **EICid.com** — Proposed site design.
- ◆ **NACDS.org** — Proposed site design; HTML/CSS templates; style guide; usability assessment (for conference sub-site).
- ◆ **CarrAmerica.com** — Proposed site design.
- ◆ **KeyBridge.com** — Preliminary intranet and extranet flow and layout; service diagrams.
- ◆ **ChainDrugStore.net** — Site design.

Education & Training:

Foothill College — Introduction to XML; Web Strategy and Marketing	2002
Macromedia Accessibility Seminar	2001
NIH Accessibility Seminar	1999
Edward Tufte — Seminar: "Presenting Data and Information"	1997
EEL Training — Macromedia Director Seminar	1996
Bowie State University Teaching Certificate in Art K - 12, "Outstanding Achievement in Art"	1991 to 1992
Washington College — BA Degree in Art	1987 to 1989
Prince George's Community College — AA Degree, Honors Graduate	1985 to 1987