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*Employment History:*

**1/01 to Present- Emptoris**

Employed as Creative Manager at Emptoris, an enterprise software manufacturer. Involved in two major areas: 1) the creation of all corporate visual communications materials, web site design and content maintenance, and management of the creative services staff, and 2) the implementation of product software visual design, globalization and usability enhancements into the company's flagship web-delivered software product.

*Marketing:*

- Created all print and web collateral for Marketing and Sales departments, including newsletter and email marketing materials, printed product specification modules, and Acrobat file production for web/email delivery purposes.
- Initiated a major corporate site redesign and structural improvements to information architecture
- Worked with Corporate communication staff to create a successful email delivered newsletter/offering mailer to increase sales leads.
- Created modular Macromedia Flash and Adobe Acrobat PDF product overview materials for Sales/Marketing dissemination.
- Established corporate materials such as Microsoft Word and Powerpoint templates, newsletter layouts and signage to define corporate visual identity standards.
- Created all newspaper advertisements for employee hiring, and designed the corporate employment booth used in job fairs.
- Established connections with printers and trade show companies for printing/production purposes.

*Development:*

- Worked with Development, Marketing and Professional Services departments to implement new product functionality, usability and design enhancements into the company's software product, utilizing customer feedback, user testing, and product functionality specifications, via wire-framing and visual workflow storyboarding/comping.
- Created documentation systems to communicate product visual design specifications and product enhancements to appropriate staff.
- Manages the successful implementation of multi-language translations for all graphics files utilized in product, for multiple customer environments.
- Managed the implementation of customer-driven custom design specifications to branded software builds.

**6/00 to 11/00- 100x Ventures**

Employed as Senior Designer at 100x, an Internet Incubator/Accelerator, with a focus on the peer-to-peer markets. Involved in the creation of corporate and company portfolio graphics concerns, such as web site design and implementation, corporate identity development, user interface/user experience design, print communications and collateral materials production, and marketing messaging. Also involved in training and mentoring fellow staff on development issues, software implementation, and graphics creation.

- Headed the redesign and content delivery of the corporate site, with an emphasis on the creation of a new corporate identity. Also created collateral print/presentation graphics materials as part of the corporate identity messaging.
- Created a new user interface/user experience for Fitplay, a fitness community site and one of the 100x portfolio companies, as well as print and presentation graphics collateral.
- The creation of a corporate website for Freeloads, a division of the 100x portfolio company Buzzpad. Created the interface, template HTML and participated in the development of Macromedia Flash elements.

**9/98 to 6/00- Weather Services International (Litton/WSI)**

Employed as Internet Sites Designer, to create the primary design and implementation of all company Internet sites, including the total redesign of Intellicast ranked as one of the top 100 sites by Media Metrics, a site which contained well over 2.5 million pages. Also involved in the development of new customer site accounts, and in providing supporting graphic design, print and comps, web advertising, illustration and trade show support to internal and external marketing departments.

- Spearheaded the creation of all tiered service web sites, Internet sites targeted towards specific customer profiles, such as ENERGYcast and MEDIAcast. Created initial design, which emphasized the concept of a product family that shared interface elements, navigation concepts, and back end architecture. Was then involved in HTML templates, then monitored site implementation and maintenance for a program that eventually encompassed over forty individual customer sites.
- Designed and implemented a worldwide weather component in a partner site with Reuters, a news and financial information company, from which the company realized approximately 25K per month in ongoing revenue.
- Created advertising and marketing collateral as part of the Intellicast redesign effort, including custom site sections, banner advertisements, partner programs, and print and presentation materials.
- Acted as Senior Designer to creative services staff, in a mentoring and training role.

**9/93 to 8/98- Lotus Development Corporation**

Employed to provide Presentation Graphics development, graphic design, illustration and trade show support to internal and external marketing departments. Created customized templates, screen design, logo development, and layout for marketing publications, collateral and other specialized materials necessary for a fast moving, time sensitive department. Also involved in product management and design, icon creation, World Wide Web Page design, Notes Data Database management and product technical support.

- Participated in the Lotus VIP (Very Important Presenter) program, a trade show based program that assisted keynote speakers (Comdex, PC Expo) and corporations/organizations (Entex, US Marine Corps) with graphics training and assistance. Created presentation graphics templates, web pages and traveled in support of the program.
- Established a custom Lotus Notes Database to contain all client work done in support of Lotus Freelance Graphics (presentation graphics templates, logo development or implementation, training materials) which eventually contained well over 200 individual corporate templates.

**June 1996 to Present- University of Massachusetts, Lowell**

Employed as Instructor of Introduction to Multimedia and Web Design classes, segments of the multimedia degree program curriculum provided by the College's Continuing Education program, which provides a foundation knowledge in presentation graphics and interactive programs such as Macromedia Dreamweaver, HTML instruction, Adobe Photoshop and Premiere, Astound, Macromedia Director and Flash, SoundForge and others.

**5/87 to 9/98- W.E. Fernald Development Center/Activity Center**

Employed as an Art Therapist and Team Manager at therapeutic unit at School for the developmentally disabled. Provided specialized classes and therapeutic interventions with Art Education based modalities. Also coordinator of the Center's Special Event Program, involving a quarterly and yearly budget, monthly newsletter, grants development and scheduling.

Member of the Creative Art Therapists (CATS) Group.

**September 1992-July 1994 -Roberts Printing Company**

Provided Graphic Arts services including color separation, graphic design development, typography, and layout.

*Education:*

**1988-1989-Pratt Institute; New York, New York.**

Ongoing work towards Master of Fine Arts degree. Major in Printmaking with extensive work in Computer Graphics and Sculpture.

**1982-1986-Massachusetts College of Art; Boston, Massachusetts**

Bachelors of Fine Arts degree. Major in Illustration and Painting, with extensive work in Photography and Printmaking.

*Additional Abilities:*

Knowledge of many areas of art, art education and art production, well-rounded computer experience on IBM PC, Macintosh, Unix and OS/2 platforms, and familiarity with numerous graphic design software packages, including: Photoshop, Illustrator, Painter, Corel, Quark XPress, Pagemaker, among others. Extensive work with many Presentation Graphics and Multimedia packages, including Freelance Graphics, Director, PowerPoint, and Astound.

*Freelance History:*

In addition to my ongoing work experience, I also have over 14 years of freelance work, in such areas as web design, web site creation and setup, graphic design for screen, in such areas as presentation design, multimedia design, and web, and print. Selected clients include **Open Market, Lotus Development (IBM), Axle.org, Xiox Corporation, Grasp Technology and Applix.**