

PROFILE Graphic designer and visual artist with many years' experience in graphic design, print production, and illustration. Flexible, smart, and skilled in the details of designing and producing high quality art and marketing pieces. Expert in the fields of digital photography, digital art, typography, and print design. Attentive to vital details like consistency, typesetting, color control, and spelling. Background in printing and print making. Experienced at communicating with clients about their design needs and communicating with printers about printing requirements.

TECHNICAL SKILLS

Craft Skills

- Fine Typography & page design
- Identity Design
- Printing Specification
- Photography
- Color Control & Calibration
- Proofreading
- Project Management
- Problem Solving

Expert in

- Illustrator
- Photoshop
- InDesign
- Lightroom
- WordPress
- Photography
- Writing for the Web
- Instagram, Twitter, Facebook

Experienced in

- Word
- Excel
- Powerpoint
- HTML & CSS
- Branding
- MailChimp

WORK EXPERIENCE (SELECTED)

2013-present

**Proprietor of Black Lab,
a public art studio in
Washington, DC**

Black Lab is an art studio and gallery specializing in photo-based digital fine art, physical language, and graphic design. I have regular open studio hours and speak with visitors about my work. I produce, show, and sell digital original prints. I maintain a freelance graphic design business with a few loyal clients. Reference, client Laura Barclay at Old Takoma Business Association, (240) 535-0187

2005-2010

**Partner/Owner at
Knowledge Town, LLC
Ithaca, NY**

Knowledge Town was a company specializing in web and print design. Our clients were mostly in the educational and non-profit realms (we called them "Knowledge Clients.") Knowledge Town built websites using WordPress and developed an open source framework to speed the creation of custom plug-ins. Although I coded and maintained sites for a few clients, I concentrated on information and visual design for the web and did all the identity design and print design work. Reference, business partner Laurence Clarkberg, (607) 277-9364

1998-2000

**Manager of Graphic Arts,
MacKenzie-Childs, Ltd.
Aurora, NY**

MacKenzie-Childs is a quirky housewares company in Upstate New York. With an able coder from IT, I created the company's first website (before CMSs or CSS). I laid out their first print catalog and managed its print production. I also designed and produced other marketing materials like advertising collateral and packaging. Reference, Jane MacDonald (my manager at the time), (607) 227-0481

EDUCATION

MA in Book Arts, Mills College, Oakland, CA, 1989

Studies included typography, graphic & book design, letterpress printing, hand bookbinding.

BA in Philosophy, Reed College, Portland, OR, 1986

Reed is a very competitive liberal arts college. Skills gained include critical reading and thinking, writing, research, working on deadline and under pressure.

EXAMPLES

Please visit ledablack.com/graphics-portfolio/ to see a range of samples, including brochures and annual reports. Years of experience consistently developing, explaining, and following a visual identity for an organization across multiple design tasks, including:

- logos
- websites
- posters
- brochures
- invitations
- social media graphics
- newsletters
- books
- annual reports
- ads (print, online, and Facebook)
- signage
- image manipulation
- digital illustration
- photo retouching
- interactive pdfs
- product tear sheets
- animated gifs

*click on caption to view
graphics online*



[Logo for public art project](#)



[Poster Design](#)



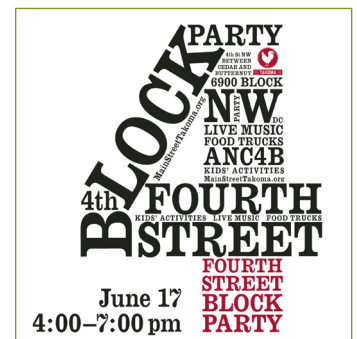
[Online and Print Event Graphics](#)



[Website for Cornell University](#)



[Social Media Promotion](#)



[Integrated Campaign](#)