

ABOUT ME

Available for and seeking **freelance or part-time graphic design work** on pages—**web and print**. Expert in production design, content editing and creation, database management, website design and management. I am a woman who wasn't born yesterday, but with extensive and eclectic skills in all kinds of design. Although in my heart of hearts I am (have been) a **sheep farmer**, and value my 35 years on the farm raising and showing sheep, and miss them dearly with tears in my eyes, I do have skills other than farming that I present here for your consideration:

DESIGN SKILLS

In general I am...

- highly skilled in all areas of graphic design including page layout, typography, image/photo manipulation/editing;
- proficient/expert in a variety of software programs and platforms for print and web including Adobe Creative Cloud full version, MS Office, FileMaker Pro, WordPress and Joomla CMS, RapidWeaver, html, css, and others;
- comfortable and adept at working from home independently, managing many projects at once and meeting deadlines;
- owner of the latest computer hardware and software.

More specifically I have...

- experience working in print layout and production, packaging, branding, typography;
- worked with and understand digital and offset printing processes, and digital file formats;
- edited, massaged, revised, silhouetted, refined, repaired, and photographed images for use in print and/or web;
- created, restructured, proofread and edited copy for almost anything for print or web including news bites, booklets, email marketing, announcements, instructions and directions;
- participated in writing/editing and researching content and material for grant proposals to many national, state and local foundations such as the National Endowment for the Arts, USDA Agricultural Marketing Service, and the Maine Arts Commission;
- created and produced many original print products—forms, postcards, books, annual reports, charts, price lists, ads, banners, logos, presentations, brochures, posters, newsletters;
- worked in a consulting/teaching/tutoring capacity with staff members and other designers, on many conceptual design ideas and digital issues;
- created digital versions of artistic concepts of other creatives;
- worked with, developed and/or managed several databases using both online and internal platforms, for membership, gallery exhibitions, directories, mailing lists, email newsletters, buyers guides, and donor guides for charitable giving;
- worked nicely and happily with print vendors, photographers and other customers/clients;
- made purchasing recommendations for equipment, production workflow, type styles, paper, fonts, etc;
- developed budgets and cost comparisons for printing projects and proposals.

WEBSITES

mainefiberarts.org (**Joomla**); folio.mainefiberarts.org (**Word-Press**); pageworks.cc, arlenemorris.com, christophersheepfarm.com, maryallenchaisson.com (**RapidWeaver 6**); and others in progress.

RELEVANT WORK EXPERIENCE

- 13 years were spent creating original **knitwear designs** and manufacturing through my own business as well as for a large company in Boston, gradually evolving to digital design;
- 10 years doing freelance typesetting and graphic design, employed by a small local commercial printer; creating **color catalogs**, writing instructions, designing layouts, working with other designers and artists, photographers and printers for a large manufacturer of toys, kits and note cards;
- 9 years for the State of **Maine Department of Agriculture**, creating **print buyers' guides** and searchable online website data for agricultural products, connecting producers with consumers, and as part of a group of web masters for the state's **enterprise website**;
- 3 years at **Apple Retail** selling, advising customers, and giving workshops for the public on how to use Apple products and software;
- 7+ years and currently, doing graphic, database and website design/management, and consultation for a **nonprofit** fiber arts association in Maine promoting **fiber art and farms**, with a few outside projects occasionally on a freelance basis.

EDUCATION

Self-Taught/Post College

Many years of reading, research, conferences, seminars, classes, online video training, on-the-job training, trial and error discovery in typography, layout and **graphic design**, website development, Apple and Windows computer systems and software, Adobe programs including **Creative Cloud** full version, usability/UX, digital photography and printing systems. Still always learning and keeping up.

Master of Science in Human Development

Child Development, Adolescent Psychology, Marriage and Family Theory. **University of Maine**, Orono, Maine.

Bachelor of Arts in Psychology

Experimental psychology, animal behavior and learning theory. **University of Maine**, Orono, Maine.

REFERENCES

Christine Macchi. Executive Director, Maine Fiberarts, 13 Main Street, Topsham, ME 04086, 207-721-0678, christine@mainefiberarts.org

John Harker, Owner, Cranberry Creations, Mt. Vernon, ME, (formerly with Maine Department of Agriculture), 207-293-2356, wildcran@fairpoint.net

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Dick Brozowski, Food Systems Program Administrator, formerly Livestock Specialist, University of Maine Cooperative Extension (UMCE), 75 Clearwater Drive, Suite 104, Falmouth, ME 04105, 207-951-7155, richard.brozowski@maine.edu

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