

Nancy Wirsig McClure

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SUMMARY

Graphic designer and illustrator with 8 years of **web** experience overlapping with 14 years of **print** experience; completes projects on-time and on-budget (*client raves available*). Skilled and willing in both **creative** development and **production** of digital files.

Flexible problem solver, basing designs on careful **analysis** of requirements and audiences. Has developed work in a wide **range of styles** for different clients and projects.

Written & verbal communicator works well with clients, art directors, programmers, and teams. Understands needs of project documentation and **user experience design**.

QUALIFICATIONS

Adobe Certified Expert  Adobe Certified Expert **for Photoshop and InDesign.**

Design, Illustration and Animation Experience

- ◆ **Designed layouts** of print publications including brochures, catalogs, newsletters, posters, postcards and conference programs; incorporated photos & illustrations.
- ◆ **Designed web/intranet sites** for over 20 organizations: developed look-and-feel and site maps; created layouts and navigation; produced buttons, banners, infographics, and photos.
- ◆ **Developed logos** for over 30 organizations and events.
- ◆ **Illustrated** magazine covers, textbooks, print ads, posters, newsletters, and collateral. Worked with art directors in some cases, in others developed original illustrations. Styles include photo-montage, infographics, cartooning, painterly looks, line art and more.
- ◆ **Created slides for presentations**, employing templates, graphics and animation.
- ◆ **Created original animations** for web pages, for presentations, and for video used in live theatre.
- ◆ **Art-directed** Flash interfaces for web database-lookup applications.

Print Production Skills

- ◆ Prepared files for pre-press for process color, spot color, and five-color jobs.
- ◆ Experienced with PDF workflow for pre-press.

Web Production Skills

- ◆ Experienced with hand-coding **HTML**, tables, cascading style sheets, and some JavaScript.
- ◆ Tested web sites on various **browsers and platforms**. Strong debugging skills.
- ◆ Very experienced with **optimizing image files** for the web.

Information Design and Communication Experience

- ◆ Consulted on **site architecture** and on **user interface** for intranet applications.
- ◆ Conducted **usability tests** on web-based applications.
- ◆ Wrote & edited **project documents**: software requirements, proposals responding to RFPs, etc.
- ◆ Wrote **curriculum** and taught hands-on classes in Photoshop, InDesign, and web design.

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SOFTWARE EXPERTISE

Print Layout & Production: Adobe InDesign (Certified Expert), QuarkXPress, Microsoft Word.

Illustration and Image/Photo Processing: Adobe Photoshop (Certified Expert),
Adobe Illustrator, Macromedia Freehand (advanced).

Presentation and Web: Microsoft PowerPoint, Adobe Acrobat, Adobe GoLive, Flash (limited),
hand-coding HTML.

Platforms: Macintosh (from 1984 through OS X), Windows.

EMPLOYMENT HISTORY

- 1990 – present Freelance, doing business as **hand2mouse**.
Graphic artist & trainer in graphics software.
See previous page and *www.hand2mouse.com* for selected projects.
Clients (partial list): West Publishing, City of Minneapolis,
the Flying Karamazov Brothers, Minnesota Association of Law Librarians,
Counterpane Internet Security, Oregon Professional Services Council,
Hollywood Lights, PacifiCare, Loyola Law School, and Louisiana-Pacific.
Taught at Portland State University (Extended Studies), Minneapolis College of
Art & Design, Clark College, and professional training centers.
- 6/2003–12/2004 WebHostWorks.net (*part-time employee*)
Web designer and user experience architect.
- 1984 – 1989 **Freelance computer consultant and technical writer.**
Architect for multi-year software development project;
writer and editor of documentation for three major software projects.
- 1981 – 1984 West Publishing Company
Programmer Analyst. Design code & test typesetting software; team leader; mentor.
- 1978 – 1981 IBM
Systems Programmer. Design code & test minicomputer operating system.

EDUCATION

Professional development classes in **graphic design, illustration, typography,**
animation, interactive design. Pacific Northwest College of Art;
Minneapolis College of Art & Design; University of Minnesota

B.S. **Computer Science** (G.P.A. 3.9) University of Iowa

B.A. **Anthropology**, with Highest Distinction (G.P.A. 3.97) University of Arizona

AWARDS & PUBLICATIONS

Design awards from the Twin Cities Electronic Publishing Alliance.

Two articles published in *Step by Step Electronic Design*.

Phi Beta Kappa, National Merit Scholar.