

Nancy Wirsig McClure

10839 SW 55th Avenue, Portland OR 97219

PORTFOLIO: www.hand2mouse.com

(503) 957-6763

nancy@hand2mouse.com

Visual communicator. Hands-on individual contributor in a team-oriented workplace, offering **design & graphics** in a variety of styles and fast, expert **production** of files for print and online.

SOFTWARE EXPERTISE

Adobe (expert user and teacher since the '90s)

- *For web and print:* Photoshop, Acrobat.
- *For web:* DreamWeaver (HTML & CSS), Flash, FireWorks.
- *For print:* InDesign, Illustrator.

Microsoft

- Office: Word, Excel, expert in PowerPoint.

Platforms

- Macintosh (10+ years).
- Windows.

EMPLOYMENT HISTORY

See next page for descriptions of projects

- 2006–2009 Instantiations, Inc. **Creative director** on a three-person marketing team at a 30-person software product company (sole in-house creative).
Designed and produced new web pages, print collateral, exhibit graphics, ads, emails, animated banner ads, presentations, and more.
- 2003–2004 WebHostWorks.net. **Graphic designer** at a five-person web site development company with small business clients including wineries, fine art photographers, etc.
For the firm's clients, designed e-commerce web sites; created all graphics & animation.
- 1990–2007 hand2mouse. **Self-employment** with many clients for web design, print design, illustration, photography, and production; occasional training/classes in Adobe software. Clients include Nike, PSU, Flying Karamozov Brothers, Pacificare, non-profits, textbook publishers, and small marketing & interactive agencies.

EDUCATION

Professional development classes in **graphic design, marketing, illustration, typography, animation, and interactive design.**

Pacific Northwest College of Art;
Minneapolis College of Art & Design; University of Minnesota

B.S. **Computer Science**, University of Iowa (GPA 3.9) ❖ B.A. **Anthropology**, University of Arizona (GPA 3.9)

AREAS OF EXPERIENCE

See next page for descriptions of projects in:

- Web Design, Information Design and User Experience Design
- Web Production
- Print Design, Page Layout, and Production
- Illustration and Image Manipulation
- Presentations & Animation
- Training, Writing and Editing

PROFESSIONAL COMMUNITY WORK

Founded an Adobe Users Group: tinyurl.com/pdxadobe

Presented on graphics and animation topics to Internet Professionals NW and the Society for Technical Communicators (STC).

Served as Advisory Committee member for the Pacific NW Color Management Users Group.

AWARDS & PUBLICATIONS

Design awards from the Twin Cities
Electronic Publishing Alliance.

Phi Beta Kappa; National Merit Scholar.

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

REFERENCES

“Nancy is a gifted artist who combines her talent with technical proficiency in both web and graphic design in her dual role at Instantiations.”—Tina Kvalve, manager at Nancy's recent job: tina@instantiations.com

“Not only does she deliver effective results, but she has an intuitive sense for the clients' needs, even if he's not being very articulate about them. She's a pleasure to work with.” —Brian Wold, client: info@brianwold.com

“She is extremely organized, knowledgeable, good humored, and customizes her lesson plans to the students.” —student in Nancy's class at Portland State

On LinkedIn.com, search for first name = “Nancy Wirsig,” last name = “McClure,” and find more recommendations.

Web Design, Information Design and User Experience Design

- **Designed web/intranet sites** for over 20 organizations: developed look-and-feel and site maps; created prototypes, layouts and navigation; produced buttons, banners, infographics, and photos.
- Consulted on **site architecture** and on **user experience** for intranet applications; conducted **user tests** on web applications. (City of Minneapolis)
- **Designed user experience** for e-commerce engine, worked with developers to implement. (Mercantool)
- Worked with developers on an application that produces an **AJAX web interface**. (Instantiations)
- Art-directed **Flash** interactivity for web database-lookup applications. (WebHostWorks)

Web Production

- Created & managed entire sites (HTML/CSS) with **DreamWeaver and hand-coding**; some JavaScript.
- **Prepared email campaigns** with HTML formatting for use in eROI and CoolerMail.
- Tested web sites on various **browsers and platforms**.
- Very experienced with **optimizing image files** for the web.

Print Design, Page Layout and Production

- **Designed and produced** print pieces including brochures, posters, newsletters, catalogs, postcards, event programs, and technical documents; incorporated photos & illustrations.
- **Designed exhibit graphics**.
- Prepared files for pre-press for process color, spot color, five-color jobs, and large-format outputs.
- Generated files for **PDF pre-press workflow** on many projects since the '90s.
- Prepared artwork for vendor imprinting of a vehicle and promotional items.

Illustration and Image Manipulation

- Retouched and resized **photographs** for web & print; created **composite and collage images**.
- **Developed logos** for over 30 organizations, products, and events.
- **Illustrated** magazine covers, textbooks, print ads, posters, newsletters, and collateral. Sometimes worked under art directors; sometimes developed original work from requirements.
- **Digital illustration styles** include infographics, cartooning, natural media looks, line art, and more.
- Created **icons** for web interfaces.

Presentations and Animation

- **Created presentations:** PowerPoint templates & slides, multi-file shows, added graphics & animation.
- **Created original animations:** Flash and GIF animations for web pages and PowerPoint presentations; video animations for live theatre backdrop (Flying Karamozov Brothers).

Training, Writing and Editing

- **Trained** staff in use of Adobe Illustrator, InDesign and Photoshop: classes and individual tutoring. Consulted on training needs; updated training materials; researched questions on tools. (Nike)
- Wrote and edited **project documents:** software requirements, proposals responding to RFPs, etc.
- Wrote **curriculum** and **taught** hands-on classes in Photoshop, InDesign, Illustrator, and web design & animation. (PSU Professional Development Center, Clark College, Minneapolis College of Art and Design)
- **Wrote and edited copy** for email campaigns and for web pages.