

Nancy Wirsig McClure
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Visual Communicator for Web and Print (creative designer with a geek streak)

Graphics & layout, creative ideas, variety of styles, production of files that are right the first time.
User Experience design; writing and editing of content; technology recommendations.

TECHNOLOGY EXPERTISE

Web Site Design & Production

- HTML, XHTML, CSS (standards compliant, created by hand-coding and DreamWeaver).
- FTP in a LAMP environment.
- Content management systems, WordPress.

Adobe Creative Suite (through CS4)

- Photoshop (expert user & teacher since the '90s)
- DreamWeaver, Flash.
- InDesign, Illustrator, Acrobat.

Other Online-Oriented Technologies

- Email campaign tools and email creation in HTML and other MIME formats.
- Social media: blogging, FaceBook, Twitter.
- Search optimization and Google Analytics.
- User experience design for JavaScript & AJAX.

Platforms & Print Technologies

- Macintosh (10+ years); Windows.
- Office: Word, Excel, expert in PowerPoint.
- PDF pre-press workflow (for print).

EMPLOYMENT HISTORY

See pages 2 and 3 for more details

- 2009–now **hand2mouse. * Self-employment.** Web & print design and tutoring for clients (see 2003).
- 2006–2009 **Instantiations, Inc.**, a 30-person software product company.
*** Creative Director** (sole in-house creative staffer on a three-person Marketing team).
Designed and produced new web pages, all print collateral, exhibit graphics, ads, emails, animated banner ads, presentations, and more. Responsible for all web updates and template creation using DreamWeaver.
- 2005 *** Adobe Trainer/Instructor** (contract) at **Nike, PSU, and Clark College** (Vancouver).
- 2003–2004 **WebHostWorks.net**, a 5-person web site development company with small business clients.
*** Web and User Experience Designer;** print designer for the firm's own marketing.
For the firm's clients (including wineries, fine art photographers, and law firms), designed e-commerce web sites; hand-coded HTML, created all graphics & animation using Photoshop and Flash. Worked with developers on UX of e-commerce engine.
- 1990–2003 **hand2mouse. * Self-employment** with many clients for web design, print design, illustration, photography, animation and graphics production using Adobe software.
Occasionally taught Photoshop, Illustrator, InDesign and web animation.
Designed and produced **web/intranet sites for over a dozen organizations and events.**

EDUCATION

Professional development classes in **marketing, graphic design, social media marketing, animation, and interactive design.**

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

B.S. **Computer Science**, University of Iowa (GPA 3.9)

B.A. **Anthropology**, University of Arizona (GPA 3.9)

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Web & E-Marketing Accomplishments at Jobs (2003–2009)

- **Designed entire web sites, built them in HTML, and maintained them:** developed look-and-feel and information architecture; created prototypes, layouts and navigation.
- **Prepared email campaigns** with HTML formatting for use in eROI and CoolerMail.
- Created and updated **content of pages and emails:** wrote text; edited text from colleagues; made sure all text was proofread.
- Incorporated **JavaScript** from third-party vendors and **Google Analytics**.
- Tested web sites on various **browsers and platforms**.
- Created **landing pages** and **sign-up forms** for event promotions and pay-per-click.
- Produced **all graphics:** icons, buttons, banners, infographics, and photos. Designed **event logos**.
- Created animated **banner ads:** GIF animations with tight file sizes requirements.
- Created **Flash animations** for pages.
- Designed and prototyped **Flash videos to demo products** (using Adobe Captivate).
- Created fast-downloading **PDFs** of printable documents.

Web Accomplishments for Clients of my Business (1990–2005 and 2009–current)

- Designed and produced **web/intranet sites for over a dozen organizations and events:** developed look-and-feel and site maps; created layouts and navigation; produced buttons, banners, infographics, photos and PDFs. **Tested** web sites on various browsers and platforms.
- Created web site on a **content management system** (WordPress) and customized the theme; trained site's owner on making updates and wrote reference materials about the Dashboard.

Presentation and Animation Accomplishments

- **Created original animations:** Flash and GIF animations for web pages and banner ads.
- **Created PowerPoint** slides, multi-file shows, and templates for use by colleagues; designed animated transitions; repurposed existing graphics; incorporated various formats of animated graphics.
- **Created video animations** for live theatre backdrop. (client: Flying Karamozov Brothers)

Print Design & Production Accomplishments

- Created (design, layout and production) brochures, posters, newsletters, catalogs, postcards, event programs, and technical documents.
- **Designed exhibit graphics** for trade shows.
- Prepared artwork for **vendor imprinting** of vehicle & promotional items.
- Prepared files for pre-press and worked with **printing vendors** for various print jobs (process color, spot color, five-color) and **large-format outputs**.
- Very knowledgeable about delivering correct files for **PDF pre-press workflow**.

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Accomplishments in User Experience Design

- Collaborated on **user experience** (with developers) on an application that produces an **AJAX web interface**. (Instantiations)
- **Designed user experience** (collaborating with developers) of a proprietary e-commerce engine. (WebHostWorks)
- Art-directed **Flash** interactivity for web database-lookup applications with calendar and map interfaces. (WebHostWorks)
- Consulted on **site architecture** and on **user experience** for intranet applications; conducted **user tests** on web applications, wrote reports of results. (client: City of Minneapolis)

Accomplishments in Writing, Training and Technology Recommendation

- On a contract with Nike (2005): **rewrote training materials** and **consulted** on training needs; **researched** questions on Adobe software. **Trained staff** (in custom classes and one-on-one) in use of Adobe Illustrator, InDesign and Photoshop.
- Wrote two **articles** published in *Step by Step Electronic Design*.
- Researched & recommended **content management systems** and **blogging** strategy. (Instantiations)
- Wrote **curriculum** and **taught** hands-on classes in Photoshop, InDesign, Illustrator, and web design & animation. (PSU Professional Development Center, 2007–2007; Clark College, 2005–2007; Minneapolis College of Art and Design, 1990s)
- Wrote and edited **project documents**: software requirements, proposals responding to RFPs, etc.

Accomplishments in Illustration and Photoshop

- Retouched and resized (using **Photoshop**) hundreds of photographs of products, people and places; prepared **appropriate resolution and file formats** for use in web and print.
- Created **composite and collage images** using client's photos or inexpensive stock photos.
- **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.

PROFESSIONAL COMMUNITY INVOLVEMENT

Founded an Adobe User Group for Photoshop and Illustrator:
tinyurl.com/pdxadobe

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

Served as a board member for the Pacific NW Color Management Users Group.