

Communicator: explaining ideas via image, text, presentation, teaching and online platforms.

- Graphic design and illustration. • Production of files for web, presentations, and print.
• Writing & copy-editing. • User experience design for web apps. • Teaching Adobe software.
Infographics, icons and photo manipulation. • Designing to match existing styles or original designs.

EMPLOYMENT HISTORY

See page 2 for detailed accomplishments

- 2009–now **hand2mouse**, self-employment. Primary client has been **emota.net**, a Bay Area start-up, serving as **Designer**: created graphics for game-like user interface of iPad & web app; collaborated with developers on user experience and touch-screen interactivity; developed all online Help.
- 2006–2009 **Instantiations, Inc.**, a 30-person software product company.
Designer (sole creative staffer on a three-person marketing team). Designed all online communication: new web pages (HTML/CSS), emails, animated banner ads; all print communications: collateral and ads; designed PowerPoint presentations and trade show exhibits. Did all production, illustration, and photo prep using Adobe Creative Suite.
- 2005 **NIKE. Adobe software trainer** (contract) on Illustrator and InDesign.
- 2003–2004 **WebHostWorks.net**, a 5-person web services company.
Web designer, graphic artist and user experience designer. For the firm’s clients: designed e-commerce web sites; hand-coded HTML, created all graphics and animation. Collaborated with developers on user interface of a proprietary e-commerce engine.
- 1990–2003 **hand2mouse**, self-employment with many clients (agencies, publishers, and small businesses).
Designer, illustrator and production artist. Designed more than 15 web sites (starting 1995), and dozens of print pieces, doing all production. Created illustrations & logos, edited photos.
- 2000–2010 Intermittently served as part-time **Adjunct Faculty**—teaching Adobe Photoshop, Illustrator, and InDesign—at **Portland State University** and **Clark College** (Vancouver WA).

EDUCATION

- June 2010. Certificate in **Digital Marketing Strategies** (including search, analytics, social media).
Portland State University, Professional Development Center
- Professional development courses in **graphic design, illustration, animation, interactive design.**
Pacific Northwest College of Art; Minneapolis College of Art & Design; University of Minnesota
- B.S. **Computer Science**, University of Iowa
- B.A. **Anthropology**, University of Arizona
- Phi Beta Kappa, National Merit Scholar

TECHNOLOGY EXPERTISE

Adobe Creative Suite (10+ years, through CS5)

Illustrator: illustration, infographics, logos, icons.

Photoshop: web graphics, retouching photos.

InDesign: layout; use of master pages and style sheets; strong knowledge of typesetting standards.

Acrobat: strong proficiency.

DreamWeaver and Flash: experienced user.

Platforms, Microsoft & Other Technologies

Macintosh (10+ years), Windows.

Hand-coding standards-compliant HTML and CSS.

Office: Word, Excel, expert in PowerPoint.

PDF prepress workflow experience.

Experience using WordPress, databases, version control, and other file management software.

ACCOMPLISHMENTS: Design & Production for Web, Print and Presentations

Web Projects:

(see also Interactive Design, below)

- Designed web sites for over 20 organizations and built all of their HTML and graphics.
- Created GIF/JPG/PNG files for banners, buttons, and icons for interfaces of web applications.

Presentation Projects: Created PowerPoint presentations. Designed original templates; built slides and multi-file shows; included graphics, animated images and animated transitions. Advised presenters on approaches.

Print Projects:

- Interviewed clients for brief. Conceptualized design, color scheme, typography and visual hierarchy.
- Did layout (digitally) for ads, brochures, catalogs, technical publications, posters, newsletters, mailers.
- Prepared files for CMYK, one-color, 2-color and 5-color jobs, and PDF workflow for prepress.

Exhibit Design: Designed trade show booth displays and display case exhibits. Ordered large-format output.

ACCOMPLISHMENTS: Illustration, Animation and Image Preparation

Illustration and Animation:

- Created custom illustrations (using Adobe Illustrator and Photoshop) for many print and web projects.
- Specializing in (a) conversion of complex ideas into explanatory graphics, (b) icons, (c) photo-compositing.
- Created original Flash and GIF animations for web pages, banner ads, presentations, and theatre.

Photoshop Work: Retouched, color corrected and resized hundreds of photographs for web and print. Significantly modified photos; made snapshots usable. Created composite & collage illustrations from photos.

Logos & icons: Designed logos for dozens of organizations and events. Created icons for web sites and apps.

ACCOMPLISHMENTS: Interactive Design and User Experience

Designed UX—collaborating with 3 different companies' developers—for (a) a proprietary e-commerce engine, (b) an application that produces an AJAX web interface, and (c) a web application for iPads.

Conducted user tests on web applications, wrote reports of results.

Art-directed Flash calendar and listing interfaces for web application doing database lookup.

ACCOMPLISHMENTS: Training and Writing

Managed Adobe software training for a division of NIKE sportswear (nine-month contract). Evaluated training needs and planned courses; updated training materials; researched questions on tools. Trained staff in use of software through custom classes and individual tutoring.

Wrote curriculum and taught hands-on classes in Photoshop, InDesign, Illustrator, web design and animation (at PSU Professional Development Center, Clark College, Minneapolis College of Art and Design).

Wrote and edited Help and user guides for inexperienced software users.

Developed content and presentation for project documents, including software specs & responses to RFPs.

PROFESSIONAL COMMUNITY CONTRIBUTIONS (as a volunteer)

Created a Portland-area resource for new media professionals: nancywmccclure.com/pdxnex

Founded and currently managing a local Adobe User Group: groups.adobe.com/group/642

Serving on marketing committee for the OTBC.

Served as board member for PNWCMUG.

Judged technical art competition for STC chapter.

Designed and produced collateral for CHIFOO.