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WORK EXPERIENCE

November 2006–Present **Principal, Red Anvil Design Works**

Develop and produce creative marketing and communications solutions for a broad-based clientele. Recent clients include Pacific University, Whole Brain Creative, Decagon Devices, and Pullman Transit.

July 2005–October 2006 **Associate Art Director, Office of University Relations, Pacific University**

Responsibilities

Created marketing materials for university-wide clients including Alumni Relations, President's Office, Development and Advancement Services, Admissions, Graduate & Professional Schools, Conferences and Events, and the College of Arts & Sciences. Art directed and produced photography.

Key Accomplishments

- Developed design and illustration solutions for *Pacific* magazine, circulation 16,000
- Instituted organizational processes and guidelines for proofing procedures, job tracking, and photography requests
- Developed new campus map system
- Created identity systems for Pacific Institute for Ethics and Social Policy, and College of Optometry
- Redrafted institutional icons including the University Crest and Boxer mascot mark

January 2003–June 2005 **Marketing Design Manager, Office of Marketing Communications, Washington State University**

Responsibilities

Assisted in development of a comprehensive marketing program designed to advance the University's strategic goals; lead creative teams in the development, execution, and evaluation of marketing activities; managed University graphic and brand identity; designed key marketing materials and components for diversity efforts, alumni, fundraising, student recruitment, community events, external constituents, and special projects. Art directed photo shoots. Provided technical assistance to colleagues and campus clients.

Key Accomplishments

- Designed and produced brand identity/design for Leadership–Key Influencers campaign
- Created institutional branding for core special events and campus programs
- Developed graphic identity for WSU Foundation and President's Associates program
- Managed queries to WSU identity Listserv in support of integrated marketing efforts, and the Trademark Licensing Office

January 2001–January 2003 **Web Design Manager, Office of Marketing Communications, Washington State University**

Responsibilities

Managed content and development of Future Student (central) WSU Web site. Core elements implemented included online visitation, dynamic fact sheets for each university major, as well as key University branding and messaging. www.wsu.edu; created design and navigation/architecture for various university Web sites including the WSU home page, Future Students (Admissions), Multicultural Student Services, Orientation and New Student Programs, High School Counselors, and Wood Materials Program. Developed Web search engine optimization guidelines for campus-wide implementation. Applied ADA accessibility guidelines to all Web content.

Additional non-Web duties included development of the University's system-wide Graphic Identity Program implemented in Winter 2001.

Key Accomplishments

- Developed graphic interface (architecture and navigation) for WSU Web templates
- Presented system-wide training sessions regarding use of graphic identity and Web templates
- Restructured and redesigned Web sites for Future Student, High School Counselor, and Multicultural Student Services audiences
- Implemented features on the WSU home page including rotating images and links to dynamic features on faculty, featured news items, and other key recruitment messaging
- Outcomes during this period included enrollment of high-ability students increasing by 31 percent, and students of color by 72 percent

- March 1996–January 2000 Art Director, Washington State University Press**
- Responsibilities**
- Coordinated and supervised production workflow and scheduling of marketing and publishing materials; facilitated communication between Press staff and production staff; developed and implemented graphic identity for books and marketing efforts; designed marketing materials, book covers, and document templates; managed artwork storage and retrieval. Marketing publications included: semiannual newsletter, semiannual catalog, fliers, advertisements, invitations, author materials, Web site, and signage. The WSU Press produces between 10 and 13 titles per year, sold throughout the United States and Canada. *wsupress.wsu.edu*
- Key Accomplishments**
- Improved production timelines through implementation of efficiency guidelines, benchmark tracking, and electronic management workflow
 - Designed more than sixty book titles, garnering numerous awards for design and production quality of books and marketing materials
 - Participated in decision-making related to marketing, production, and quality control evaluation
- July 1986–January 2001 Graphic Designer, Office of University Publications and Printing, Washington State University**
- Web Design Responsibilities (January 1999–January 2001)**
- Web design specialist for the Office of University Publications and Printing. Responsibilities were to: self-train and develop knowledge base for on-line web layout and design; obtain the expertise necessary to provide professional consultation to University clients regarding Web communication concepts; create original, effective design solutions.
- Key Accomplishments**
- Designed and implemented Web sites for Virtual Tour, Campus Map, WSU Museum of Art, WSU Creamery, and University Board of Regents
 - Developed expert-level skills using Adobe GoLive Web authoring software and related Web processes
- Regular Duties**
- Designed and illustrated University-wide publications working in collaboration with the publications team to develop appropriate solutions to graphic communications problems; created original designs supporting communications objectives. Clients included: Department of Intercollegiate Athletics, Extended University Services, WSU Foundation, Alumni Association, President's Office, Performing Arts Coliseum, other University departments and colleges, branch campuses, and special programs. Projects included posters, fliers, brochures, newsletters, annual reports, outdoor advertising, signage, Web graphics, viewbooks, video slipcovers, catalogs, logos, and a wide variety of other support publications.
- Key Accomplishments**
- Created all Athletic marketing materials for approximately eight years of this period
 - Collaborated with in-house publications staff and printing plant to consistently meet tight deadlines—with successful results
 - Developed and maintained digital campus maps used university-wide
 - Received highest merit ratings possible for service to the institution and job performance
- February–July 1986 Appaloosa News Journal/News-Review Publishing, Moscow, ID**
- Designed and imposed advertising material for national monthly magazine utilizing HazTech mainframe computer system.
- February 1985–June 1987 Family Community Leadership, Cooperative Extension, Washington State University**
- Designed and illustrated publications, making all printing arrangements with printing plant for a Kellogg Foundation program that teaches individuals about community involvement and awareness.

EDUCATION

- August 1984* BFA, Washington State University, Pullman, Washington
 Emphasis in Graphic Design; Minors, Music and Geology
 Graduation cum laude
- *Fifth year of study was focused on a secondary teaching certificate

AWARDS AND PROFESSIONAL RECOGNITION

- February 2007 Council for Advancement and Support of Education (CASE) District VIII Communications Awards Program;
Gold Award–Publications, *Pacific University Library Calendar*;
Silver Award–Projects & Programs, *Reunion Weekend 2006: All Aboard!*;
Bronze Award–Student & Alumni Publications, *Admissions Summer Mailers*
- March 2005 CASE District VIII Communications Awards Program;
Silver Award–Projects, *WSU Graduate Recruitment Materials*
- March 2004 CASE District VIII Communications Awards Program;
Bronze Award–Publications/Special Projects, *WSU Foundation Business Card Wrap*
- February 2003 CASE District VIII Communications Awards Program;
Gold Award–Web Sites/Student Recruitment, *WSU Future Student Web Site*;
Silver Award–Projects/Public Relations, *WSU Prospective Students Marketing Campaign*;
Bronze Award–Web Sites/Special Purpose, *WSU Graphic Identity Program Web Site*
- February 2002 CASE District VIII Communications Awards Program;
Silver Award–Projects/Public Relations, *Prospective Students Marketing Campaign (WSU Graphic Identity)*
- March 2001 *In-Plant Graphics* First Place Award for Design and Print Quality;
Booklets one- or multi-color, *Heavy Hitters–CASE District VIII Conference Materials*
- March 2001 Idaho Library Association Book of the Year Award–2000; Honorable Mention, *Home Mountains*
- February 2001 CASE District VIII Distinguished Service Award; “for significant participation and service to activities and programs, and for distinguished achievement in professional areas represented by the objectives of CASE.”
- February 2001 CASE District VIII Communications Awards Program;
Gold Award–Web Sites, *WSU Virtual Tour*;
Gold Award–Individual Design, *Railroad Shutterbug*;
Silver Award–Web Sites, *WSU Campus Map*
- March 1999 *In-Plant Graphics* In-Print 99; First-Place Award for Design and Print Quality/Annual Reports one- or multi-color, *Intercollegiate Athletics Annual Report*
- February 1999 CASE District VIII Communications Awards Program;
Silver Award–Individual Design, *Edge of Tomorrow*
- November 1998 Rocky Mountain Book Publishers Association, Western U.S. Book Design Competition;
Finalist Award, Cover Design 4 colors or more, *Snowbound*
- February 1998 CASE District VIII Communications Awards Program;
Silver Award–Individual Design, *Trail to the Klondike*;
Bronze Awards–Individual Design, *Witch of Kodakery*, *My Heart on the Yukon*, *Snowbound*;
–Overall Publication Design, *College of Engineering and Architecture family of publications*
- February 1997 Washington State Festival Gold Award; *Pullman Lentil Festival T-shirt*
- February 1997 CASE District VIII Communications Awards Program;
Bronze Award–Publication Design, *Voice of the Old Wolf*
- February 1996 CASE District VIII Communications Awards Program;
Gold Awards–Publication Design, *Across the Columbia Plain*, *Canto Y Grito*;
Silver Awards–Newsletters, *Threshold 21*; Special Event Publications, *WSU Press Holiday Book Fair Flier*
- March 1996 Idaho Library Association Book of the Year Award–1995; *River of Life*, *Channel of Death*
- February 1995 CASE District VIII Communications Awards Program;
Silver Award–Public Relations Project, *Fighting the Odds*
- June 1994 IPMA (In-Plant Management Association);
First and Third Place Awards for Design and Print Quality, *Carol Ryrie Brink Poster and Direct Mail Piece*
- April 1994 National University Continuing Education Association;
Bronze Awards, *Distance Learning Catalog* and *Mixed Media Campaign*
- February 1994 CASE District VIII Communications Awards Program;
Bronze Award–Public Relations Project, *Carol Brink Books and Advertising*
- July 1993 IPMA; First Place Award, *Accent on Culture*; Second Place, *WSU Press Catalog*;
Honorable Mention, *Physics Graduate Recruitment Booklet*
- February 1993 CASE District VIII Communications Awards Program;
Bronze Award–Public Relations Project, *Holiday Book Fair*
- July 1992 IPMA; Third Place Awards for Design/Printing, *Dualities* and *Odyssey*
- February 1992 CASE District VIII Communications Awards Program;
Silver Award–Visual Design in Print, *Baseball Schedule Card*;
Bronze Award–Visual Design in Print, *Dualities*
- July 1991 IPMA; Second Place Award for Design/Printing, *Breaking New Ground*
- February 1991 CASE District VIII Communications Awards Program;
Gold Award–Individual Fundraising Publications, *Cougar Chatter*
- July 1990 CASE International Circle of Excellence;
Silver Award–Recruitment Publications, *WSU Student Handbook*

TEACHING EXPERIENCE

- August–December 1994 Taught upper-division graphic design/illustration semester course, Fine Arts 433, Washington State University Department of Fine Arts
- August–December 1992 Taught entry-level graphic design semester course, Fine Arts 331, Washington State University Department of Fine Arts

EDUCATIONAL SERVICE ACTIVITIES

- February 2006 Career Day presenter, Forest Grove School District
- March 2004 CASE District VIII conference panel discussion moderator, *Winning Techniques*
- January 2003 *Careers To Go* presenter, Pullman School District (Pullman High School)
- November 2000–June 2005 Pullman High School Vocational Advisory Council boardmember
- February 2001 CASE District VIII conference presentation, *Surviving the Storm: Keeping Your Institution's Image Afloat*
- 1998–2005 Career Day presenter, Pullman School District (Sunnyside Elementary School)
- 1994–2002 Career Awareness Day presenter, Pullman School District (Lincoln Middle School)
- May 1995–June 1998 Pullman High School Vocational Advisory Council chair, Graphics Area
- April 1997 Washington State University Librarian Training Day guest presenter, *Designing Effective Handouts*
- January 1993–May 1993 Pullman Middle School Mentor Program participant
- May 1989–May 1992 Pullman High School Vocational Advisory Council board member and chair/Graphics
- June 1990 UCDA Regional Workshop presenter, *Electronic Publishing*
- January–May 1990 Pullman Middle School Mentor Program participant

VOLUNTEER/SERVICE ACTIVITIES

- June 2007–Present Palouse Clearwater Environmental Institute Board of Directors
- August 2005–June 2006 CASE District VIII Board of Directors, secretary
- August 2001–August 2005 CASE District VIII Board of Directors, recognition program chair
- April 2002 CASE International Circle of Excellence judge, Special Constituency Magazines
- March 2002 Developed Pullman High School and Middle School Track Record Displays
- February 2002 CASE District VIII, Conference Committee
- January 2002 Citizens for Pullman Schools volunteer
- April 2001–July 2002 Whitman County Blue Ribbon Advisory Task Committee
- February 2001 CASE District VIII, Conference Communications Planning Committee
- February 2000 CASE District VIII, design of Northwest region conference package and web site, Conference Planning Committee
- January 2000 Pullman School Levy volunteer, design of advertising campaign materials
- February 1999 CASE District VIII, design of Northwest region conference marketing materials, Conference Planning Committee
- September 1998 Pullman Civic Trust fundraising campaign, design of logo and promotional materials
- August 1994–May 1998 Washington State University Staff Senate Training Committee board member
- March 1998 Washington State University Faculty/Staff Fund Drive volunteer
- March 1998 Northwest Public Television (PBS Channel 10) Fund Drive volunteer
- February 1998 CASE District VIII, design of Northwest region conference package, Conference Planning Committee
- December 1997 American Cancer Society Fund Drive volunteer
- February 1997 CASE District VIII, design of Northwest region conference package, Conference Planning Committee
- May 1996 UCDA (University and College Designers Association), design of job posting publication *The Home Page*, for national distribution
- April 1995–1996 Washington State University Faculty/Staff Fund Drive volunteer
- February 1994 CASE District VIII Conference roundtable facilitator
- June–October 1991 United Way of Pullman volunteer, design of publications for annual giving package
- April 1988–May 1991 Friends of the WSU Museum of Art board member (executive board secretary–1991)