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Marketing Strategist, Copywriter and Graphic Designer with a broad background in web design, writing, editing, graphic design, systems administration and troubleshooting, photography, and audio production and engineering. Able to present ideas visually. Adept at communicating highly technical content. Innovative and creative professional, able to see the overall picture from initial concept through successful project completion. I am a reliable, ambitious, self-directed creative thinker — a team player with strong communication skills.

Strengths Include:

- ◆ Core belief in design as problem solving, not creative expression
- ◆ Strong writing and editing skills
- ◆ Structural design for web projects—organization, navigation and user experience
- ◆ Graphic design for web projects: GIF/JPEG/BMP images, banners, bullets and icons
- ◆ Computer literate, multi-platform experience: Mac, Linux, Windows NT and 2000
- ◆ Excellent organizational, planning and problem-solving skills
- ◆ Ability to manage widely-separated team members remotely via email and telephone
- ◆ Ability to prepare and monitor project schedules

PROFESSIONAL EXPERIENCE

1999 to 2001: **Finite State Machine Labs, Inc.**, Marketing Director. FSM is the creator and developer of RTLinux, a premier real-time operating system. Marketing efforts are directed toward both engineering and management. Highlights include:

- ▲ **Sales increase of nearly 600%**. Gross receipts were \$175K in 1999, the company's first full year of operations, and exceeded \$1 million in 2001.
- ▲ Logo design: Created evocative and graphically striking graphical symbols now used to represent company on all products and communications.
- ▲ Design, implementation and maintenance of three company websites:
 - www.rtlinux.com—Created and constructed both functional and graphic design for this main point of entry for firm's clients. Added ecommerce section, integrating sales material with online purchasing system.
 - www.rtlinux.org—Responsible for design and construction of software user community website. Created functional organization, user interface and graphic design, and coordinated creation and testing of interactive elements including User Project and News sections.
 - www.fsmlabs.com—Designed and created corporate home site.Sites incorporate Perl and JavaScript in addition to standard HTML. Software used in site creation includes Adobe GoLive, Illustrator, Photoshop and ImageReady, Dreamweaver, and plain-text editors for code tweaking. Bitkeeper used for company-wide content management.
- ▲ Design, writing and production of all company promotional material:
 - Advertisements
 - Flyers
 - Solicitation letters and email
- ▲ Writing, editing and distribution of company press releases
- ▲ Technical and product documentation: Edited content for grammar, consistency of style and readability. Formatted online versions.
- ▲ Production coordination for manufacture of company product RTLinux v3.0 CD:
 - Oversight and usability testing of content for installer interface
 - Coordination, writing, copy editing and formatting of both online and printed documentation
 - Packaging and label design
 - Quality-control testing of prototype master
 - Research, specify and negotiate with outsourced manufacturer and printer

1989 to Present: **Independent Consultant.** Representative tasks and clients:

- ▲ **Usability and Design Consultant:** HSNews.com (Los Angeles). Redesign of user interface and graphic design for youth-oriented web portal.
- ▲ **Web Designer:** www.mystupidlife.com, www.billkrauss.com, www.drumout.com, www.julinedesigns.com, and www.alcatrazavenue.com
- ▲ **Ad designer, copywriter and production artist:**
 - Full Circle Productions (San Francisco)—Writing, editing, graphic design and layout of ads, flyers and brochures for this actor training company.
- ▲ **Macintosh systems consultant,** training, troubleshooting and maintenance. Various.
- ▲ **Database Application Developer:**
 - Impact Lighting (San Francisco)—Redesign, implementation and documentation of relational inventory, sales, rental scheduling and invoicing system for large theatrical lighting company.
 - Broom Service (San Francisco)—Design, implementation and documentation of combination scheduling, invoicing and reporting system for cleaning company.
 - Stephanie Voss Investigations (San Francisco)—Design, implementation and documentation of proprietary scheduling, invoicing and reporting system for San Francisco private investigation firm.
- ▲ **Desktop publisher.** Macintosh graphic design, typesetting and word-processing.
- ▲ **Photographer.** Primarily black & white abstracts and portraits. Studied at UC Berkeley and with master printer Frank Espada. Summer 2002 show: Children’s Specialized Hospital, Mountainside, NJ. San Francisco shows: Eichelberger’s. Solo show, August 1993; Café Picaro, Group show, October 1992.
- ▲ **Writer.**
 - “Cook Noir: The Internet Cooking Show,” (co-written with C. Werby & O. Werby). Hybrid entertainment/educational program for on-line delivery.
 - “Ring of Fire” (co-written with C. Armstrong). Unproduced screenplay.
 - “It Floats,” (co-written with E. Gupton). Unproduced screenplay.

1981 to 1989: **Record Producer and Audio Engineer,** primarily for “downtown” New York City bands. Freelance live sound engineer in New York at such venues as CBGB, 8BC, The Pyramid Club, The Knitting Factory and others. Engineered digital “sound-alike” recordings of pop hits for Japanese karaoke firm. Notable projects include:

- They Might Be Giants—Brooklyn-based pop/rock duo
 - Producer/engineer: 2 albums, “They Might Be Giants” and “Lincoln”
 - Producer/engineer: 3 EPs (now compiled on album “Miscellaneous T”)
 - Engineer: Mixed live sound in NYC and across U.S. and Europe (1983-1989)
 - Engineer: Recorded and mixed backing tapes used during live performances
- The Ordinaires—10-piece instrumental avant-classical-rock band
 - Producer: Album, “One”
 - Engineer: Live sound—NYC, across the U.S. and at the 1989 Berlin Jazz Festival

SKILLS SUMMARY

Languages: HTML, JavaScript, Perl, SGML

Operating Systems: UNIX, Linux, Macintosh, Windows NT, Windows 2000

Job Functions:	Web Design	Ad Design	Graphic Design	Technical Writing
	Photography	Editing	Audio Production	Audio Engineering
	Print Production	Desktop Publishing	Acting	Voice-Over
Applications:	QuarkXpress	Adobe GoLive	Adobe Photoshop	DeBabelizer
	FTP clients	FileMaker Pro	Adobe Acrobat	OmniPage Pro
	Telnet/SSH clients	Adobe Illustrator	TypeStyler	Now Up-to-Date
	MS Word	MS Excel	MS PowerPoint	Now Contact

EDUCATION AND TRAINING

Antioch College, B.A.

Certificates in Web Programming and UNIX Systems Administration. Center for Advanced Computer Technology, College of the Extended University, CalPoly Pomona.