

IN A NUTSHELL

I am a creative communication professional and front-end web designer with a proven track record in working with deadlines, budgets, design, production, print management and publication.

- A creative thinker, innovative problem solver and strategic decision-maker.
- Responsive to constantly changing organizational, market and technology demands.
- Experienced in managing and maintaining client and team relationships via exceptional communication skills.
- Able to coordinate and track multiple projects.
- Experienced in web & print management with multiple vendors.
- Highly organized and detail oriented.

PROFESSIONAL EXPERIENCE

ROSE DESIGN STUDIO

Madison, WI

| 2011-CURRENT

Creative Director

Work on independent projects with individual clients to meet their web and print communication needs.

- advise and help clients move through the design and production process
- design, code and manage websites for various clients
- work with online web hosts, printers and a variety of other vendors
- provide copy writing and editing services for online media

YELLOW DOG PRODUCTIONS

Madison, WI

| 2015-CURRENT

Designer

Manage and design for businesses and organizations, creating for online and print media on contractual basis

- advise and help clients move through the design and production process
- design, code and manage websites for various clients

NATIONAL CENTER FOR MEDIA ENGAGEMENT

Madison, WI

| 2001-2012

Web Development / Graphic Design Manager

- Developed and oversaw all web, print and video communication / designed and produced all graphic elements needed for NCME web and print assets
- Developed promotional materials, break-out session resource tools, venue signage for 4 national conferences

Education

1990 | UW-MADISON
M.F.A., Graphics

1978 | SIU-CARBONDALE IL
B.A., Major: Graphic Design
Minor: Journalism

Technical expertise

Software Expertise

Dreamweaver CS6
Adobe In Design CS6
Adobe Photoshop CS6
Adobe Illustrator CS6
Final Cut Pro X
After Effects CS6
Microsoft Office Suite
Flash CS6

Coding Languages

HTML, XHTML,
SHTML, CSS,
PHP (Wordpress)

Websites *(selected)*

Sites I designed, developed wireframes, css and html.

[Bobbette Rose Design](#)

[Faith Community Bible Church](#)

[Wisconsin Humanities Council](#)

[InspiringArtByAlex.com](#)

[Mad City Arts Academy](#)

[Madison Music Collective](#)

[WISACALD](#)

[Cheryl Head, writer](#)

[Laurie Lang Music](#)

PROFESSIONAL EXPERIENCE cont'd

WISCONSIN PUBLIC TELEVISION

Madison, WI

| 1993-2000

Graphic/Video Designer

Designed and produced graphics for print and video projects for local and national public television broadcasts.

MADISON GRAPHIC SERVICES

Madison WI

| 1990-1992

Art Director

Oversaw the flow of work for all clients through a staff of three designers, two type specialists and one camera person.

PRINT AWARDS

Creating Health

Print & video campaign for a series of women's health programs on Wisconsin Public Television
2000 PBS Communication Award for Advertising and Promotion of a Local Program or Series

Crossing Over

CD cover client: Laurie Lang 1997 American Advertising Federation: Citation of Excellence

Annual Report, Curriculum and Program Development Initiatives

client: Continuing Education, UW-Madison 1994 National Continuing Education Assoc., First Place Design Award

SELECTED VIDEO AWARDS

Weekend, 60 minute weekly live news program

2000 Milwaukee Press Club, First Place, Century to Century

1994 CEN Program Award: Best Public Affairs Program

Get Real!, 30 minute children's weekly series

1998 National Academy of Television Arts & Sciences, Chicago Chapter, Emmy, The Rainforest Adventure

1996 Gabriel Award: Children's category

1996 National Academy of Television Arts & Sciences, Chicago Chapter, Emmy

1994 CPB Local Program Award: Silver Award, Children's category

Wisconsin Read-In: Open a Book!, 60 minute family special

1998 International Reading Association, Winner, Children's Category

Covering New Ground: Wisconsin's Sustainable Agriculture, 60 minute documentary

1996 CEN/EEN, Public Affairs, 1st place

Wisconsin's Rustic Roads, 60 minute documentary Pledge program

1996 Gabriel Award: Entertainment Category