

profile

An award-winning designer: Extensive experience in graphic design and editing, including work on newspapers, magazines, Web sites, billboards, advertising and company branding.

A computer geek willing to reinvent herself: Years of acting as a high-end user and tech liaison in the newsroom lead to a desire to seek training and experience in Web programming.

A proven leader: 15 years of management experience at two daily newspapers. Executive editor once noted: "If I had only five people to put out this newspaper, you'd be one of them."

software/programming skills

xhtml/css	Flash CS3, CS4	QuarkXPress 4-8	Fireworks CS4
Javascript	ActionScript 2, 3	Photoshop 7-CS4	After Effects CS3
Access/SQL	Dreamweaver CS4	InDesign CS4	PowerPoint

international design awards

Society for News Design Judge's Special Recognition, 2003

Society for News Design Silver Award, 2003

Society for News Design Award of Excellence, 2003

experience

FREELANCE DESIGN

2000 TO PRESENT

- Redesign of e-commerce site for ALPS Controls Inc., Pittsburgh. <http://new.alpscontrols.com>.
- Ongoing project for Concord United Methodist Church, including redesign of www.celebrateconcord.com and accompanying youth site, www.celebrateconcord.com/youth, design of printed materials and PowerPoint slides used during services.
- Redesign and production of alumni newsletter for Penn State Beaver.
- Program and advertising design for various groups and individuals, including Beaver Area Marching Band and Renaissance Rhythm Chorus.
- Painted cover illustration for the book "Sabbath Living" by Phillip Button.

THE PENNSYLVANIA STATE UNIVERSITY, BEAVER CAMPUS

DECEMBER 2008 TO PRESENT

Campus Marketing/Webmaster of <http://www.br.psu.edu>

- Responsible for Web site maintenance, updates, and improvements, including creating and posting new photos and content, keeping links and index page slideshows fresh, creating new pages and features as needed by the university community, and redesigning current content for improved market impact.

- In charge of advertising and marketing efforts for the campus community, including creating/producing print and online advertising campaigns, developing marketing brochures and materials for the Admissions Department, and creating and/or purchasing a variety of imprints and giveaways.
- Responsible for print design work, including design, editing and production of alumni magazine.
- Supervise student workers in the creation of above projects.
- Involved in technical non-Web programming, including developing a database for tracking JumpStart students for the Admissions Department.
- Involved with University-wide committee in an effort to redesign the RedDot Web sites. As such, I programmed a slideshow for the index page for use by any campus on the RedDot system.

THE PENNSYLVANIA STATE UNIVERSITY, BEAVER CAMPUS

2007 TO PRESENT

Adjunct Faculty

Teach newspaper design, including instruction in QuarkXPress and Photoshop, to undergraduate communications majors. Serve as design adviser for student newspaper, The Roar.

BEAVER COUNTY TIMES, BEAVER, PENNSYLVANIA

1994 TO 2008

Design Editor (2002 to 2007)

Responsible for overall look and design of 38,000 circulation daily newspaper and 20,000 circulation monthly entertainment magazine.

- Daily page design, copy editing and wire editing. Duties included A1 and entertainment pages.
- Developed and prototyped new products and features.
- Created and implemented the concept of a Saturday edition tabloid with a pull-out entertainment section and a double-cover flip for news and sports.
- Designed and implemented GO, an edgy, non-subscription-based free entertainment magazine.
- Designed special sections and special projects.
- Created and maintained style sheets, templates and macros.
- Acted as newsroom computer system trouble-shooter.
- Created graphics and illustrations using original artwork and/or stock photos.
- Art directed photo shoots.
- Developed promotional materials, advertisements and billboards.
- Trained and mentored artists, copy editors and designers.
- Managed 3 graphic artists.

Other positions held: Designer, copy editor, copy desk chief (managed 8 copy editors).

JOURNAL-COURIER, JACKSONVILLE, ILLINOIS 1991 TO 1994

Night Editor (1993-1994)

Managed night operations of 20,000 circulation daily newspaper. Duties included page design, copy editing, wire editing, supervision of night copy desk staff.

Other positions held: Copy editor.

education & training

ONLINE TRAINING 2009

Online training courses through Lynda.com covering such topics as After Effects, ActionScript, Javascript, Access and database design.

THE ART INSTITUTE OF PITTSBURGH 2008-2009

Coursework completed in web site planning and design, xhtml/css, and Flash animation. GPA: 4.0.

DALE CARNEGIE LEADERSHIP TRAINING 2005

PSU PERFORMANCE MANAGEMENT 2003

PSU CUSTOMER SERVICE PROGRAM FOR SUPERVISORS 1999

PSU THE BASICS OF SUPERVISION 1998

DRAKE UNIVERSITY, DES MOINES, IOWA 1987

Bachelor of Arts in Journalism and Mass Communications

Major in magazine journalism. Emphasis in English. Graduated Magna Cum Laude, earning the top GPA in graduating class. Awarded the Robert Bliss Bowl for Academic Achievement.

ROSSVILLE-ALVIN HIGH SCHOOL, ROSSVILLE, ILLINOIS, 1983

Valedictorian

portfolio

Available at www.cathybonline.com.

references

On request.