

**Current position:**

Media services/print shop supervisor and senior art director; copy editor

**SKILLS/EXPERIENCE**

- Extensive background in both electronic and traditional (keyline/pasteup) design and production. Sixteen plus years in Mac and PC platform graphic design and publishing. Expertise in Adobe CS2, Acrobat Professional, Quark Express, Microsoft Office Suite (Word, Excel, Powerpoint, etc.).
- The National Center for Rural Health Professions annual report illustrates the entire process:
  - Set project scope and goals.
  - Develop concept and theme, "Fueling the Rural Healthcare Pipeline."
  - Develop time lines, deadlines and assign responsibility for providing content.
  - Solicit bids from vendors, select printer.
  - Secure appropriate photographic images.
  - Design and produce graphic elements and illustration (maps, tables, charts), utilizing Adobe CS2 (Photoshop, Illustrator, InDesign) and Microsoft Word.
  - Develop layout, look and "feel" of annual report.
  - Rewrite, copy edit and proof text content from client.
  - Produce complete electronic files, send to client for approval.
  - Make alterations as requested, adding pages and photo content.
  - Complete alterations and revisions, preflight and prepare electronic files for printer.
  - Deliver to printer, press check as appropriate, arrange delivery to client as specified.
  - Meet with client after delivery to celebrate!
- Editorial support as copy editor; writing, copy writing and proofreading; excellent grammar and spelling skills; detailed knowledge of AP style and AMA citation style.
- Management of busy six-person media services department, including print shop, graphic design and photography units. Responsible for day-to-day operations of all units, as well as both short- and long-term development. Project management for all projects within the department.
- Accomplished in all phases of graphic design from basic concept through delivery of finished product.

**EMPLOYMENT**

■ **Art on the Lawn**

Rockford College, Rockford, Illinois

**Title:** Show director

**Duties:** Direct and coordinate Art on the Lawn, a regional juried fine art show

- Organize and manage all aspects of show, now in its ninth year
  - .. Develop, manage and maintain data base; develop budget; solicit artists
  - .. Conceptualize, design and produce all Art on the Lawn promotional media
  - .. Lay out show, interact with artists, manage jury, solicit show judges
  - .. Develop and maintain Web site: [www.artonthelawn.org](http://www.artonthelawn.org).

2 years

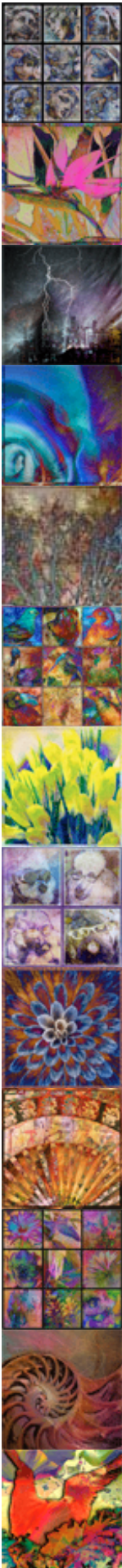
■ **Media Services/Print Shop**

University of Illinois College of Medicine at Rockford, Rockford, Illinois

**Title:** Media Services/Print Shop Supervisor and Senior Art Director, Copy Editor

**Duties:** Supervise departments and manage all projects, oversee creative/art direction and production for print and electronic media products.

- Supervise design, photography and print shop staff
  - .. Administer employee development program
  - .. Develop staff training opportunities
  - .. Create departmental goals and objectives within the scope of the organization's mission and monitor progress toward fulfillment



- Manage entire range of graphic and photographic products for Rockford campus of the University of Illinois College of Medicine
    - .. Implement and support medical school “brand”
    - .. Conceptualize and produce all print media projects, assign work to staff, interact with clients, vendors and senior management
    - .. Develop a wide range of projects, including logo concept and design; full-color “Rounds” magazine; annual reports; newsletters; brochures; booklets; books; forms (fillable pdf forms); marketing, instructional/teaching and promotional materials for special events; signage; packaging; displays; posters; presentations; trade show graphics, etc. (anything printed)
    - .. Design and produce graphic materials for the National Center for Rural Health Professions; full-color brochures, annual reports, collateral materials
    - .. Design and produce selected World Health Organization (WHO) publications through our WHO Collaborating Center
  - Research, evaluate and requisition equipment for graphic design, photography and print shop, including computer hardware and software, production copiers, printers and bindery equipment, etc.
  - Supervise offset print facility within the medical school
    - .. Schedule, prioritize, outsource as appropriate, interact with vendors and service techs
    - .. Understand offset print production, processes, equipment, purchasing
    - .. Complete overhaul of existing facility, including new press, bindery equipment high-speed black/white and color workstation copiers (2004), further upgrades in progress.
  - Provide editorial support for advancement, marketing and public relations
    - .. Copy edit, assist with writing, copywriting, and proofreading of all printed materials
  - Direct all aspects of Art on the Lawn, a regional juried fine art show (seven years)
    - .. Develop, manage and maintain data base; develop budget; secure sponsors; solicit artists
    - .. Conceptualize, design and produce all Art on the Lawn promotional media
    - .. Lay out show, interact with artists, manage jury, solicit show judges
- 17+ years

■ **ART Glass Menagerie Studio-Gallery**, Rockford, Illinois

**Title:** Co-owner

**Duties:** Manage all aspects of art gallery and working studio representing 17 regional artists.

- .. Negotiate acquisitions, create displays
- .. Maintain data bases and financial accounting for business operations
- .. Plan and promote artists’ openings, special events, etc.
- .. Secure teachers and coordinate teaching schedules
- .. Design and produce one-of-a-kind jewelry
- .. Teach jewelry design and construction
- .. Develop and maintain Web site ([www.glassmenageriestudio.com](http://www.glassmenageriestudio.com))
- .. Design and produce all advertising, promotional materials, signage, etc.

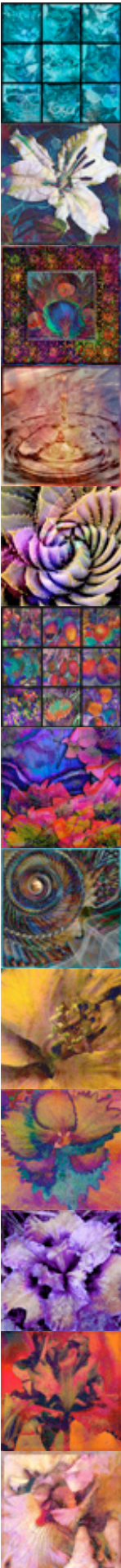
1.5 years (gallery was destroyed by fire in October 2006)

■ **Vision Surgery Rehab Network, NFP** ([www.visionsurgeryrehab.org](http://www.visionsurgeryrehab.org))

**Title:** President

**Duties:** Manage and represent a 501(c)(3), non-profit patient advocacy organization that facilitates rehab and provides resources and support to individuals with complications from refractive surgery (Lasik, RK [Radial Keratotomy], PRK [Photo-Refractive Keratectomy], etc.). Featured in the Chicago Tribune (Aug. 2007) and in the New York Times (Jan. 2008).

- .. Develop and maintain Web site ([www.visionsurgeryrehab.org](http://www.visionsurgeryrehab.org))
- .. Maintain patient support bulletin board (<http://visionsurgeryrehab.evecommunity.com/eve>)
- .. Recruit physicians for rehabilitation referral network
- .. Research and catalog rehab resources



- .. Provide referrals and support to patients
- .. Facilitate patient support group meetings, attend industry symposia and trade shows
- .. Interact with wide range of individuals and groups, including patients, medical providers, industry groups and associations, media (press, radio, television) and legal professionals
- .. Design and produce all printed materials (physician recruitment brochures, trade show graphics/displays, etc.)
- .. Develop "image gallery" (images simulating vision of patients with complications)
- 3+ years (current)

■ **Different by Design**, Rockford, Illinois

**Title:** Owner

**Duties:** Conduct all facets of free-lance graphic design studio production and business for clients in industry, publishing, retail, social service and nonprofit agencies.  
20 years (full-time 4 years)

■ **The Rockford Institute**, Rockford, Illinois

**Title:** Art Director/Production Manager

**Duties:** Function as art director, designer and production coordinator for all printed materials, including newsletters; books; occasional papers; 60-page monthly magazine; annual reports, advertising and promotional pieces; direct mail campaigns and all collateral materials.

- .. Develop graphic corporate image, logos, collaterals, and unified publications design
- .. Manage production, long-range scheduling of publication deadlines
- .. Coordinate all jobs with in-house printing facility and outside vendors (printers, typesetters, color separators, artists, photographers, etc.)

2 years

■ **Rockford Register Star**, Rockford, Illinois

**Title:** Advertising Layout Artist

**Duties:** Layout and design daily ROP advertising, supplements and selected promotional pieces.  
1 1/2 years

■ **Indiana University Alumni Association**, Bloomington, Indiana

**Title:** Art Director/Production Manager

**Duties:** Produce concept through camera-ready art and design for all editorial, advertising and promotional materials.

3 years

**EDUCATION**

Indiana University, Bloomington, Indiana: Bachelor of Arts, Russian/Soviet studies; courses in art, design and journalism.

- Continuing professional education in design/business-related areas
- Courses in personal development through Landmark Education Corporation:
  - .. Landmark Forum
  - .. Advanced Course
  - .. Self-Expression and Leadership Program (SELP)
- Excellent professional references available upon request.
- Portfolios available at [www.berneydesign.com](http://www.berneydesign.com).

To avoid spam mail, my e-mail address is not immediately visible on the Web site. Please reach me at [designer@berneydesign.com](mailto:designer@berneydesign.com).

