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| **SKILLS & KNOWLEDGE BASE**  *Project management, budget/fiscal management, contract negotiations, team-building, training, contractor/freelance management, client relationship-building, strategic, analytical, conceptual, vendor relations & management.*  *Website design/ development, UX design/architecture, IT Solutions, kiosks, logos, landing pages, ad campaigns, marketing strategy, storytelling, email blasts, brochures, social media marketing campaigns, newsletters, interpretive and office signage, educational games, book design*  **TECHNICAL SKILLS**  EXPERT: *Adobe CS Photoshop, Illustrator, InDesign, Acrobat, MS Word Excel, PowerPoint WordPress (Divi Theme, Avada Theme)*  PROFICIENT: *CSS, HTML, SEO techniques, After Effects*  FAMILIAR: *HTML5, XML OpenText, JavaScript Animation, Prezi, Joomla, Photography* | |  | | --- | | **FREELANCE ART DIRECTOR ■ LING’S DESIGN, Sep 2015 to Present**  ■ Clientele: Evolution Communications Agency, Columbia University Medical Center, Viveve, Bullying Recovery Resource Center (BRRC), Colorado Allergy & Asthma Centers, Geo Tours Whitewater Rafting, Bullying Recovery Resource Center, RMA of New York, Colorado Center for Reproductive Medicine (CCRM), Atlanta Center for Reproductive Medicine, Houston IVF, Colorado Children’s Health Network (CCHN), Jen Joyce Coaching, EdOutWest  ■ Oversee rebranding, brand management, identity programs, and marketing development efforts (logos, multiple website redevelopments, collateral, website content, brand standards manuals, packaging, ad copy, ad campaigns, landing pages, brochures, email blasts, front office signage, newsletters, etc.) for various clients.  ■ Direct and project manage multiple aspects of creative work to stay on budget for accounts of $5K to $45K; hired and managed 5+ contractors, standardized client brands, and assured creative continuity.  ■ Work with web developers estimate projects, time manage, and negotiate contracts to stay within project scope.  ■ Define requirements ahead of time to negotiate contracts effectively and assure costs stay within budget.  ■ Ability to wear many hats, able to work in both web and print environments, fix issues, put out fires, and bring visions to fruition.  ■ Vet web and print solutions with vendors, contractors, and key stakeholders to assure best practices for business.  **WEB SOLUTIONS CONSULTANT ■ XCEL ENERGY, Jun 2013 to Sep 2015**  ■ Managed demand by collaborating with customers, Business Systems partners, outside vendors, and stakeholders to identify customer requirements, assess impact to systems, consider available alternatives, analyze, compare costs, and recommend solutions for key software.  ■ Researched, compared, recommended, and contracted big data social aggregating software, Hootsuite, for PR team.  ■ Account managed stakeholders of internet, intranet, and extranets on the OpenText platform for marketing and internal systems  ■ Worked as liaison for the business with outsourced development teams  ■ Facilitated, documented, and reported on web governance and data security reviews.  ■ Consulted with digital agency on web conversion to responsive design format and HTML5 for customer site and My Account payment portal; implemented ArcGIS Maps for outages; data management for My Account system and O Power billing tools.  ■ Scheduled enterprise-wide upgrades for OpenText and Windows/Office for service areas.  ■ Communicated effectively with key leadership, colleagues, IT, and vendors to solve business/technical problems and provide solutions.  ■ Recognized and alerted IT team of potential data breech before data was compromised. | | **FREELANCE ART DIRECTOR ■ LING’S DESIGN, Sep 2012 to Jun 2013** | | ■ Maintained all phases of business for freelance print and web design projects for Jen Joyce, Geo Tours, CCRM, Azmaya Chocolate Toffee, Ed Out West. | |

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| **ART DIRECTOR ■ CLICK POINT, May 2008 to Sep 2012** |
| ■ Designed/researched/produced artwork on wayside, trail and visitor center interpretive panels for Wyoming State Parks Historic Sites and Trails (WSPHST).  ■ Designed Wayfinder outdoor interpretive signage for SouthPass City historic site.  ■ Designed interpretive signage for historic sites along the i80 corridor in Wyoming for Ames Monument, Peidmont Charcoal Kilns, and Point of Rocks highlights of the westward expansion of American history.  ■ Designed interpretive signage for Historic Governor’s Mansion display in the laundry room, bomb shelter and descriptions of architecture.  ■ Collaborated, designed, and produced over 50 interpretive panels at the remodeled Fort Fred Steele ruins in Carbon, Wyoming; researched/procured contracts for use of over 500 historic images from the Indian Wars period of American history.  ■ Collaborated, designed, and produced artwork on digital toys and games for touchscreen kiosks at the Globeology display of The Wildlife Experience for children and adults to discover facts about the different biomes of the globe.  ■ Designed touch screen commands for automaton figures in the display, developed wayfinder signage, and created touch screen game elements and discovery pages; team won *Horizon Interactive Award*.  ■ Designed/produced interface for PepsiCo training modules using video, animation, photography, and illustration to convey complex manufacturing topics to employees. Provided art direction and assistance on 4-day location videography shoot in St. Louis.  ■ Designed digital touchscreen kiosk game system for the Young American’s Bank lobby: conceptualized, designed, and produced 6 educational games for children.  **CREATIVE DIRECTOR ■ VANGUARD COMMUNICATIONS, Apr 2003- May 2008**  ■ Directed creative staff of 4 plus freelancers to produce graphic design, ad campaigns, and web designs; managed projects up to $30K.  ■ Pitched/design/produced monthly print, outdoor, and digital ad campaigns for Bellco Credit Union.  ■ Pitched/designed/architected 3 web sites in the IntegraMed network of infertility clinics.  ■ Successfully led client discovery meetings, spearhead for elearning concepts and pitches, and built javascript medical illustrations.  ■ Pitched/produced tradeshow display graphics, advertising campaign, and brochures for backcountry ski gear manufacturer, BCA.  ■ Created award-winning national press package and website for Western English Trade Association (WETA) for equestrian trade and fashion.  ■Worked with photographer for fashion shoot and created custom hand-drawn fashion illustrations.  **FREELANCE ART DIRECTOR ■ LING’S DESIGN, Sep 2000-Apr 2003**  ■ Maintained all phases of business for freelance print and web design projects; freelance relationship at Vanguard Communications became a full-time position.  ■ Clients include GEO Tours; Chrismer Ltd.; Community Strategies; North American Transportation Management Institute (NATMI); Electronic Storefronts and Vanguard Communications.  ■ Built website, brand, and brochures for Geo-Tours; resulted in a 32% revenue increase.  ■ Built course schedules and catalog for NATMI trucking school, worked on business plan designs for Chrismer LTD clients (investment broker and strategist), developed non-profit website for Community Strategies.  ■ Directed design team with branding initiatives at Electronic Storefronts.  **CORPORATE ART DIRECTOR ■ XCEL ENERGY, Apr 1991 to Sep 2000**  ■ Led Creative Services team: 2 full-time graphic artists and several freelance contractors and managed multiple projects up to $40K.  ■ Acted as Brand ambassador and designer for new company’s corporate identity program based on new logo (designed by Richard DeOlivera): included identity manual, employee awareness, website, logos, mass-market bill, signage, advertising, fleet vehicles, etc.  ■ Designed and developed UX design/architecture for first electronic bill payment (EBPP).  ■ Managed all print materials and vendors for the companies multi-million-dollar print projects.  ■ Deployed 1st company website, built ground-breaking CMS forms for media and other departments to manage content that came in on schedule and $13K under budget: architecture, HTML, implemented brand and design, maintenance, and contracted programming. |

**EDUCATION**

**■** Colorado Institute of Art, Denver, CO, Major: Advertising Design

**■** Parson’s School of Design, New York, NY, Major: Illustration

**■** Syracuse University, Syracuse, NY, Major: Graphic Design

**AWARDS**

**■** 2009 Horizon Interactive Award

**■** 2007 AIM Award

**■** 2000 IABC Gold Pick and Nominated as Outstanding Employee of the Year (Xcel Energy)

**■** 1999 IABC Gold Pick, (2) Bronze Quill, Award of Merit

**■** 1996 tax site of the month, Ernst & Young LLP

**■** 1995 ADCD Bronze

**■** 1994 IABC Bronze Quill, Award of Merit

**■** 1993 ADCD Bronze and Utility Communicator’s International, Outstanding Achievement

**■** 1990 ADCD Bronze

**RECOMMENDATIONS**

*“Ling is supportive, collaborative and knowledgeable. I’ve watched her handle big complicated projects without flinching and I’ve watched her turn small projects into something big. She has great design skills and strong conceptual instincts and works fast!”  
-Jordan Peel, Senior Communications & PR Professional*

*“Ling was an excellent art director at Click Point, creating innovative designs for a variety of interpretive projects for museums, visitor centers, and wayfinding exhibits. Her strong work ethics contributed to client satisfaction in our approach to developing exhibit content and to our completion of projects in a timely manner.” -Dennis Henry, Executive Producer, Click Point*

*“Ling is a design pro! Her experience makes her an ideal freelance designer for any business. Our firm has called on her graphic design expertise over the years. The quality of her work along with how easy she is to work with never disappoints.” -Lisa Scott, Website & Marketing Consultative, EdOutWest*