



carol@contentdesign.me

617-283-9444

Graphic Designer

Technical Proficiency

Adobe Creative Suite: Photoshop, InDesign, Illustrator

Digital and print production experience, including press runs

Presentation: Keynote, PowerPoint; HTML/CSS; CMS: WordPress

Continually evolving my toolkit, harnessing the best tools available for each project.

Experiential Design

Content Design Collaborative, 2010-Present

Design and produce environmental exhibits and interactive experiences

- Print collateral: brochures, targeted proposals, and environmental graphics
- Digital: photo and video editing, create and manage websites, social media, email campaigns, and presentations
- Transition brand identity between various digital channels including web and mobile
- Project management including vendor bids, site visits and press approvals
- Direct the work of writers, designers, illustrators, and programmers

Projects include:

- Hingham Historical Society
- Texas Historical Commission
- The Library of Congress
- Museum of Work and Culture
- Tufts University, Friedman School of Nutrition Science and Policy

Graphic Design and Production Management 2000-2010

Created and managed editorial projects, advertising, and websites.

Developed a deep understanding of design-first thinking.

Projects include:

- Pearson
- MIT, Technology Review
- CFO Magazine
- Inc. Magazine

Education

General Assembly: Front-End Web Development, UX Bootcamp

Girl Develop It: Responsive Web Design, JavaScript, PHP

QuadGraphics: Pre-Press and Printing on Site Intensive

Massachusetts College of Art, BFA

Affiliations

American Institute of Graphic Artists, Board Member; WordPress.org, WordCamp Boston;

Scituate FACTS Collation, Webmaster

Awards

First Place, Computerworld, the American Society of Business Press Editors

First Place, CFO magazine, Society of Publication Designers

First Place, CFO magazine, Folio Awards

Community Hero South Shore FACTS, health education preventing substance misuse

Portfolio

<http://carollieb.com>

WordPress

<http://contentdesign.me>

<http://makehistory.me>

InDesign

Photoshop

Illustrator

WordPress