

**qualifications** Comprehensive experience in **graphic design, interactive project development and data and information visualization**. Experience managing and developing **marketing communications** initiatives, including brand strategy, pr, and collateral design and production for web and print.

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**experience****LIBBY MAYNARD DESIGN****Web, Print, and Information Design**

- Produce, design, and develop strategic, turn-key websites for small businesses and organizations
- Create marketing collateral from concept to finished piece
- Manage projects, interacting directly with clients, their project managers, marketing staff, and programmers
- Generate business leads and sales

Lincoln, MA  
Aug 2001-Present**LINCOLN NURSERY SCHOOL****Board of Directors, Information Technology Chair (Volunteer)**

- Manage 6 person committee
- With a \$10,000 grant, deployed state-of-the-art technology system for teachers to facilitate the school's mission and practices of documentation and communication for development of child-centered curriculum
- Redesigned and developed the school website
- Implementing online social networking tools for the LNS community to open and foster communications

Lincoln, MA  
Fall 2007-Present**AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)****Communications Committee, Membership Committee (Volunteer)**

- Design and Develop Design Link, a monthly email newsletter
- Brainstormed and implemented ideas for increasing AIGA membership

Boston, MA  
Fall 2003-Present**VISUAL I|O****Consultant - Interface Design & Marketing**

www.visual-io.com

- Designed next-generation interfaces visualizing large and complex data sets for business intelligence and rapid decision-making
- Marketing; wrote copy, updated the website, designed data sheets

Newton, MA  
May 2005-June 2006**AMBIENT DEVICES, INC.****Consultant - Product Concept Development and Interface Design**

www.ambientdevices.com

- Created product ideas for a new lcd-based product line that connects wirelessly to live data
- Sketched and designed layouts of complex data into simple, "glanceable" interfaces, e.g. a sailing "gauge" that displays current and forecast wind speed, wind direction, and tide

Cambridge, MA  
September-October 2003**WGBH****Teacher's Domain Multimedia Website Project (volunteer)**

www.teachersdomain.org

- Co-wrote lesson plans and edited scripts for interactives and videos

Allston, MA  
Spring 2003**SOFTRICITY, INC****Executive Web Producer**

- Produced, designed, and developed Softricity websites
- Managed production staff of designers and web developers to deliver partner websites, effective sales demo sites, and corporate websites
- Worked with external partners to create integrated websites including ZDNet

Boston, MA  
October 1999-August 2001**Manager, Marketing Communications**

- Direct report to VP of Marketing
- Developed brand strategy and oversaw its integrity to ensure consistent positioning and messaging to target audiences
- Designed and directed all internal and external marketing collateral
- Drafted and edited key areas of the marketing and media plans
- Managed external PR firm to maximize pre-launch education and visibility among key industry analysts, the financial community, and the press
- Drafted, scheduled, and distributed press releases, announcements, and company communications

October 2000-August 2001

**CHEDD-ANGIER PRODUCTION COMPANY**  
**Producer, Multimedia Exhibits**

Watertown, MA  
August 1998-Sept 1999

- Produced interactive exhibits for museums
- Worked closely with clients and interactive programmers to develop initial concepts through to completion
- Responsibilities included project managing, concept development, researching and writing scripts, acquisition of footage and stills, coordinating, scheduling, and directing shoots and audio narration, and design and production of user interfaces
- Associate produced video projects

**Marketing Manager, Museum Projects**

August 1998-Sept 1999

- Handled marketing for museum projects, including new business development, research and writing of proposals with creative treatments, budgeting, scheduling, and post-project management
- Designed marketing materials to attract prospective clients
- Produced and designed the company website to display the firm's extensive portfolio of projects and awards

**Associate Producer / Interactive Production Asst., Museum Projects**

Sept 1997-August 1998

- Created and managed a database to house the vast collection of project assets and script revs
- Graphics, audio, video, and Director production work

**ALLEN & COMPANY, INCORPORATED**

**Assistant Director, Annual Sun Valley Conference**

Sun Valley, ID  
Summers of 1990-1997,  
2001, 2002

- Organized and managed meetings, events, lodging, and dinners for an elite investment banking conference
- In 2001, assisted with planning and logistics for visit of guest speaker President Vicente Fox of Mexico and his staff
- Internship in Investment Banking

New York, NY  
1995

**SAN FRANCISCO MUSEUM OF MODERN ART**  
**Consultant to Communications Department**

San Francisco, CA  
August 1996-July 1997

- Edited the 1996 Annual Report

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**education**

**HARVARD UNIVERSITY GRADUATE SCHOOL OF DESIGN**

Cambridge, MA  
June 2003

Master in Design Studies (MDesS) *with Distinction*  
Emphasis in Digital Media  
*With Coursework at MIT Media Lab, Harvard Business School, Harvard Graduate School of Education*

**COLORADO COLLEGE**

Colorado Springs, CO  
December 1994

Bachelor of Arts Degree in English, Minor in Natural History

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**awards**

**1999 GOLDEN MUSE AWARD**

Short Film, "Treasures from the Neutrogena Collection"  
Museum of International Folk Art, Santa Fe  
Associate Produced this film highlighting objects and textiles from the collection

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**computer skills**

Mac/PC. Photoshop, Dreamweaver, Illustrator, InDesign, Flash, QuarkXpress  
MS Project, MS Access, Filemaker Pro, Quicken  
Familiar with ActionScript, MySQL, PHP, Director

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**references**

Available upon request