

PAULA K. WIRTH

Web | Design | Illustration | Instruction
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Summary:

Eighteen years creating Graphic Design, Web Design & Illustration. Specializing in E-Learning, Online Publishing, Education & Research.

Experience:

DESIGNER–Web & Graphic Design, Illustration & Photography

Web design for education, research, magazine, portal, ecommerce, retail, small business and corporate sites. Editorial, technical, medical and cartoon illustration. Design and layout of advertisements, brochures, displays, catalogues, advertisements, posters and publications.

Industries: Arts, Education, Food & Beverage, Landscape and Interior Design, Retail Fashion, Medical, Photography, Software, Publishing and Professional Services. *1989-present.*

www.inkvision.com/portfolio/

DESIGNER–GA Communications (through The Creative Group), for the Safeway and Longs Drugs accounts, Livermore, CA. Designed web graphics and pages for Safeway’s corporate and online shopping sites, created ePOS banner animations for in-store and fuel station display, developed email marketing and newsletters, and performed interface design for an online digital asset database. Designed icons, logos, catalogues, advertising inserts, coupon books, billboards, store displays and signage for Longs Drugs. Sketched concepts and art directed photography shoots. *Jan.-June 2008.*

UI DESIGNER–Samsung Electronics, SISA, San Jose, CA.

User interface design for a consumer product application. Designed a prototype portal web site and the Open Innovation research web site. *Aug. 2007-Jan. 2008.*

INSTRUCTOR–Advanced Graphic Arts, Digital Design 2, Acalanes High School, Lafayette, CA.

Designed curriculum to reinforce concepts and develop practical skills. Taught the fundamentals of graphic design, including typography, composition, consistency and visual hierarchy. Instruction focused on design process, conceptualization, critique, ethics and communication with clients. Trained students in Adobe Photoshop, Illustrator, and InDesign. Provided real-world experience by collaborating with community leaders to develop classroom projects. *Aug. 2006-June 2007.*

INSTRUCTOR–Fine Art, The Art Room, Lafayette, CA.

Taught art classes to children onsite and at elementary schools. *Nov. 2006-present.*

WEB DESIGNER, Stanford University, The Martin Luther King, Jr., Research & Education Institute, Stanford, CA.

Created a database-driven online journal, with daily features, news and quotes. Designed and produced educational web sites, online lesson plans and multimedia teacher resources for the Liberation Curriculum. *Sept. 2004-Sept. 2005.*

INSTRUCTIONAL SUPPORT–Arts ISIT, University Of British Columbia, Vancouver, BC.

Designed and illustrated educational web sites, promotional print materials, maps and signage, and developed online tourist information. Participated in strategic planning, resource development and staff coordination for the New Media Consortium Conference. System administrator and content manager for interactive online learning systems. Trained professors and staff in principles of online course development and in the use of WebCT, MSOffice, graphics, presentation, layout and web applications (*Adobe, Macromedia*). Taught workshops to students and staff in vector illustration. *Sept. 2003-June 2004.*

INSTRUCTOR (TA)–Department of Art History, Visual Art and Theory, UBC, Vancouver, BC.

Taught two six-credit undergraduate studio foundations courses in visual theory, drawing, painting, printmaking and sculpture. Taught studio classes, participated in the accompanying art history lecture, held office hours, prepared coursework and graded assignments and projects. *Sept. 2002-April 2003.*

INSTRUCTOR–Problem-Based Learning–Curriculum Studies, UBC, Vancouver, BC.

Ran workshops and taught students web design, graphics and digital video, as well as how to create effective educational sites. Provided individual technical support and feedback, *2003.*

DIGITAL STUDIO MANAGER / RESEARCH ASSISTANT—Curriculum Studies, UBC, Vancouver, BC.

Managed a multimedia teaching lab. Taught graphics, web design and video (*Teacher Education Workshops, EDUC490 and Problem-Based Learning*). Trained professors, students and staff in the use of internet, business, graphics and web design applications and online course development. Created online resources for digital video instruction. 2001-2002.

CREATIVE DIRECTOR / ART DIRECTOR—IBM-Almaden Research Center, San Jose, CA.

Handled all aspects of web and print production. Played an advisory role in hiring. Trained and directed web production assistants, photographers and writers. Provided technical support and training for researchers and staff. *Jan.1998-Jan.2001*. Content development and project management for a comprehensive magazine-style web site covering news, employment and current computer science research activities.

- Developed the IBM Computer Science Research showcase web site, featuring twenty computer science disciplines.
- Redesigned intranet to provide a portal-style information resource for employees.

Marketing/Communications: Produced presentations, posters, displays, editorial illustration, graphics and photography.

Web Design: Interface design, information architecture, copy writing, editing, photography, illustration and animation.

INSTRUCTOR—Explorer Scout Workshops and Internships, IBM, San Jose, CA.

Taught hands-on workshops in web design and HTML for (middle and high school) Science and Technology conferences. Trained summer student interns in graphics, digital photography and web design, 2000.

MEDICAL ILLUSTRATOR, PHOTOGRAPHER, DESIGNER—University of Texas Medical School, Houston, TX.

Digital and freehand medical illustration for journal publication. Photography of human subjects and experimental apparatus. Design and production of multimedia materials for classroom and conference presentation. Photo studio and darkroom operation. Workflow conversion from paste-up to digital process. Technical support and software training. 1996-97.

DESIGNER, Science Education—University of Texas Medical School, UTHSC, Houston, TX.

Concept creation, layout design, graphics, animation and educational supplement development for BRAINSURF, a site that teaches neuroscience concepts to kids. Designed a series of hands-on science games for elementary students to learn about the brain. Led and participated in local outreach programs for middle school students at the UT Health Science Center and for elementary students at the Houston Children's Museum, 1997-1998.

PHOTOGRAPHER / PHOTOGRAPHIC ASSISTANT, Houston, TX.

Portraiture, studio, editorial, news and documentary photography. Designed and maintained photo archives. Studio and location photo and video production assistance (commercial, editorial, industrial, architectural and fashion). 1994-1996.

Education:

UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC. M.F.A. program, 2001-03.

RICE UNIVERSITY, Houston, TX. BA in Art & Music, May 1995.

Certification: CBEST, passed April 22, 2006, with a score of 191.

Volunteer Activities:**FRIENDS OF THE PALO ALTO LIBRARY (FOPAL)**, Bargain Room Manager, Palo Alto, CA.

Managed a large monthly book sale, benefiting the Palo Alto library system. Handled over 20K books and records a month, directed a staff of volunteers, and supervised monthly sales. Design PR print materials, such as newspaper advertisements, posters and handouts. Currently manage incoming and outgoing donations, price and organize music and dance books and cds for the monthly sale. 2005-present.

CROONERS AND SONGBIRDS, Co-organizer, SF Bay Area, CA.

Co-organized a monthly vintage music event. Provided promotion & print design. 2005-2006.

Awards:

- ASI Exchange Communications Award, Vancouver BC, 2002.
- ASI Exchange Communications Award, Vancouver BC, 2001.
- President's Honor Roll, Rice University, 1994.

Skills and Competencies:

Web & Graphic Design:

Illustration

- Vector and bitmap drawing
- Graphics production for online and print use
- Freehand drawing and sketching
- Technical and Medical Drawing

Design & Layout

- Logo creation
- Layout design for print (signage, displays, catalogues, coupons, advertising inserts, brochures, billboards)

Web Design & Development

- Interface design
- Icon creation
- Content Management
- Database schema design
- Research, writing and editing
- Standards compliance and platform compatibility testing
- Performance and usability optimization
- Animation (banner, ePOS, etc.)
- Video production, filming and editing

Presentation

- Production of presentation materials (PowerPoint, slides, posters, handouts)

Photography

- Digital Photography
- Digital retouching and photo illustration

Instructional Skills:

- Classroom and studio instruction
- Curriculum development
- Writing lesson plans
- Preparing step-by-step training materials
- Online course development and administration
- Holding workshops and running labs
- Hands-on training and activities
- Technical instruction and support
- Managing equipment, software & supplies

Tools & Technologies:

Design & Publishing

- Adobe Creative Suite CS3: Photoshop, Illustrator, InDesign, Acrobat Professional, Photoshop Lightroom

Web Design & Development

- Adobe Macromedia Dreamweaver, Flash, Fireworks, Director
- HTML, JavaScript, DHTML, CSS

Interface Design

- Microsoft Expression Design

Curriculum Development

- Blackboard, WebCT, CT Connect

Operating Systems

- Unix, Windows, Mac, VNC

Video

- iMovie, Final Cut Pro

Business

- MS Office Suite: PowerPoint, Word, Excel