



MIRIAM E MACPHERSON

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PROFILE:

A self-motivated Graphic Designer with a wide range of experience in publication design, informational graphics, branding and web design. Able to work on own initiative and as part of a team. Proven leadership skills involving managing, developing and motivating artists to achieve the highest quality design and meet deadlines. Enjoy fast-paced environment and challenging projects.

ABILITIES:

- Work with editors, artists, photographers, writers, and printers. Conduct photo research and image acquisitions
- Interview and hiring freelancers
- Manage a team; assigning them design and photo assignments, motivating them to achieve deadlines, push the envelope of design
- Conduct performance appraisals and evaluations

ACHIEVEMENTS:

- Instrumental in redesigning look of newspaper group to increase subscription sales
- Introduced informational graphics use as well as charts and graphs to publications
- Restructured art department to include photography department allowing for better coordination of graphic needs
- Solved major quality and deadline issues by converting art department to computer generated graphics

CAREER HISTORY:

GIRL SCOUTS—September 2006 to Present
GRAPHICS SPECIALIST

- Responsible for designing collateral print materials, annual reports, board reports, brochures, T-shirt designs, billboards, patch design, ads, direct mail, and banners for local chapter of Girl Scouts USA. As a communications team member, work with marketing, membership and fund development to steward the brand.

WAITT FAMILY FOUNDATION—August 2000 to June 2007 (part-time contractor since 2006)
DESIGN DIRECTOR/GRAPHIC DESIGNER

- Responsible for company branding, promotion, collateral print materials, annual reports, board reports, and web site design/maintenance
- With the addition of companies, new web sites and collateral material were designed to keep the branding consistent among all entities.
- Worked directly with photographers, writers, and printers. Conducted photo research and image acquisitions
- Prepared digital files for banners and conference displays

NATIONAL RIFLE ASSOCIATION—November 1996 to August 2000

GRAPHIC DESIGNER

- Designed monthly 24-page 4-color magazine and monthly 20-page tabloid newspaper
- Hired models, propped and staged photos, art directed photo shoots
- Worked closely editors and photographers in collaborative team effort. Completely redesigned and updated the look of junior magazine to reflect youthful attitude and increase subscriptions

MACPHERSON DESIGN—1988 to November 1996

FREELANCE GRAPHIC DESIGNER

- Newsletters: Union Pacific Corporation
- Logo designs: JK Moving & Storage, Envirogrow Lawn & Landscaping, Twinbrook Florist, Craig Movers, Inc.
- Designed brochures, books, manuals, newsletter for National Rifle Association
- Art directed and created folder package for Roman Delight Italian Restaurants
- Resource booklet: American Iron and Steel Institute
- Newsletter, magazine, collateral materials: Order Sons of Italy in America

THE TIMES JOURNAL COMPANY—1976 to 1988

DESIGN DIRECTOR/GRAPHICS EDITOR—1984 to 1988

- Brainstormed with editors to conceive of graphic illustrations/photos
- Responsible for meeting deadlines and working with printing department and press
- Conceived photo/illustration ideas, contracted freelancers
- Supervised three artists and four photographers
- Hired and conducted performance evaluations and reviews
- Encouraged and supported attendance of workshops and skill building seminars
- Direct cooperation with production, camera and press department

DESIGN DIRECTOR—1980 to 1984

- Responsible for all design and mechanical preparation of 24-page 4-color magazine supplement to *Army Times*, *Navy Times* and *Air Force Times* newspapers.
- Conceived photo/illustration ideas, contracted freelancers

ADVERTISING ARTIST—1976 to 1980

- Responsible for all layout and design of in-house ads for 4 weekly suburban newspapers
- Worked with 12 account executives to create ads and supplement covers for advertising specials
- Coordinated with production, camera department

QUALIFICATIONS:

- BFA Virginia Commonwealth University
- Rhode Island School of Design Informational Graphic Seminar, a juried intensive workshop facilitated by Nigel Homes of Time magazine
- American Press Institutes' Picture Editors and Graphics Editors Seminar
- American Management Association's Management Skills and Techniques Seminar
- Dreamweaver and Flash Workshop—Lyndia.com

REFERENCES:

Available on request