



**Nancy White**

45 Stonehedge Road

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www.nancywhitedesign.com

## PROFILE

### **Graphic & Web Designer with strong conceptual and production skills**

- Excellent organizational, analytical and creative abilities
- Strategically focused and customer orientated
- Research savvy with strong management experience and business acumen
- Thrive in a fast paced, deadline driven environment
- Experienced leading teams, managing staff, budgets and deadlines

## TECHNICAL SKILLS

### **MAC and PC Platform**

**Applications:** Illustrator, InDesign, Photoshop, Quark 7, Dreamweaver, XHTML and CSS, Fireworks, Flash, Microsoft Word, Powerpoint, Acrobat, Excel

## FREELANCE GRAPHIC & WEB DESIGN

### **Grand Rapids Community College**, Grand Rapids, MI 2010

- Designed poster, postcard & conference handbook cover consisting of original artwork, typography and colors.

### **Domestic Violence Services Network**, Marlboro, MA 2010

- Created annual appeal tri-fold brochure.
- Redesigned logo for all future marketing materials.

### **The Boston Coaching and Mentoring Collaborative**, Boston, MA 2010

- Created the brand identity of a new company consisting of the typography, logo and colors.

### **LAM & Associates**, Marlboro, MA 2010

- Created the identity of an existing company consisting of the typography, logo and colors. Designed business card, letterhead and envelope. Saw project through printing phase.

### **Tassels Home Design**, Boston, MA 2010

- Created brand identity of new interior design firm.
- Designed website creating a multi-page prototype for approval.
- Built functional website using HTML, CSS, Javascript, WordPress and PHP.

### **Hellpoint Seafood**, Annapolis, MD 2009

- Created logo for world- class chef / restaurateur Bob Kinkead's newest upscale restaurant

### **Tassels Pet Photography**, Boston, MA 2009

- Created logo for new photography business
- Designed and created marketing postcard and business card
- Designed, built and launched new site using XHTML and CSS

### **T's Totes**, Lincoln, MA 2009

- Designed logo for new tote bag company

### **The Footlight Club**, Jamaica Plain, MA 2009

- Led the practicum team that designed and built 68 page website for America's oldest running theatre company which serves as centerpiece of organization-wide image rebranding

## PRACTICUM PROJECT



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## EXPERIENCE

### **Restaurant Jasper**, Boston, MA 1986-1995

- Office Manager and Dining Room Manager. In charge of scheduling, hiring and firing, accounts receivable and payable, insurance, taxes.

### **Nason Design**, Boston, MA 1979-1986

- Developed graphics for packaging, point-of-sale displays, corporate identity, collateral material and illustration
- Clients included Gillette, Dunkin' Donuts, Blue Cross/Blue Shield, GE, Harvard, Boston Symphony, Milton Bradley and H.P. Hood.

### **PJ's Graphics**, Seattle, WA 1978

- Created logos for branding, designed brochures, product sell sheets, menus, presentation covers for hi tech companies and product catalogs for various firms in the Seattle area.

### **Monarch Graphics**, San Francisco, CA 1977

- Assisted designers with corporate annual reports, college catalogs, branding, package design.

## EDUCATION

### **Center for Digital Imaging Arts at Boston University**, Waltham, MA 2008-09

- Graphic and Web Design Certificate

### **San Francisco Art Institute**, San Francisco, CA 1972-1976

- Bachelor of Fine Arts

## PROFESSIONAL ASSOCIATIONS

### **American Institute of Graphic Artists**