

Objective The focus of my career is the organization and presentation of graphic information for the benefit of the intended audience. I am seeking a creative position with a dynamic company that shares my dedication to meeting the information needs of the people who really count – your audience.

Skills **Print:** graphic design and print production
Web: information architecture/design, visual interface design, html coding

I can take large amounts of data from disparate sources, extract the essence and organize it into a cohesive whole.
I can organize information into graphic or written form.
I can translate “specialty-speak” into layman’s language. I can write clearly and succinctly.
I can proofread. I have excellent spelling and grammar skills.

Software Proficiency:
Adobe Photoshop, Illustrator, InDesign, PageMaker, Acrobat
Quark XPress
MS Word, Excel, SQL Server Enterprise Manager
Visio
HTML Kit
BBEdit

I am equally at home on a Macintosh or a Windows PC.
Portfolio of web and print work is available at www.treith.com/portfolio/
A list of web sites is available at www.treith.com/resume/

Employment History **1986 – present**
Freelance Graphic Design, Web Design and Consulting Portland, Oregon
Clients: Brain Tank Solutions, Inc.; CMD; Design Showroom; Fortix LLC; Grady Britton; ID Inc., Intel Innovation in Education (for CMD); JELD-WEN (for CMD); Mo Duk Pai Association; Norris Lane Press; OHSU Stroke Center; Trendwest (for CMD)

Design and produce logos & corporate identity, flyers and brochures, newsletters, books and booklets.
Design, code and maintain web sites. Perform usability tests and recommend improvements for client web sites. Educate clients on basics of design and typography.

March 2001 – June 2002
Purple Mountain Media Company, Internet Operations Portland, Oregon
Senior Information Architect / Web Designer
Responsible for phased planning and implementation of children’s news site, teachers’ guide site and corporate site for publisher of children’s educational newspaper. Documented audience specifications and user requirements; wrote and presented use case scenarios for comprehension of non-technical stakeholders. Developed site architecture and navigation for ease of use. Researched search engines and forum software for integration. Initiated development of controlled vocabulary to facilitate content searches. Wrote incidental copy for system messages. Coordinated re-purposing of existing editorial material. Wrote HTML and CSS code. Modified ASP code. Minimal interaction with SQL database structure.

June 1999 – December 2000
Convergent Communications, Inc., Web Solutions Portland, Oregon
Clients: Automotive Titling Corporation; Broadcast Supply Worldwide; Enthermics Medical Systems; Fontaine Truck Equipment Company; Industrial Mine & Pipe Supply
Senior Information Architect / Web Designer
Evaluated client goals and customer needs; developed use cases for web applications; developed site architecture and user activity flow; designed navigation and labeling schema; worked closely with software engineers, graphic designers and web production specialists to implement web site design and ensure quality of customer experience; wrote and edited copy for client web sites.

Creative Manager, Interim
Stepped into management role on moment’s notice; assessed state of Creative Department and made recommendations for improvement; organized department meetings, soliciting suggestions for enhancing work environment and process.

Employment History (continued)	<p>October 1988 – June 1999 Young & Roehr Group Portland, Oregon Clients: Boise Cascade Paper; CFI; Colonial Pacific; Freightliner; Imagenation; Mercedes-Benz Credit Corporation; Sharp Microelectronics; Standard Insurance; Tektronix</p> <p>Interactive Project Coordinator Responsible for estimating project budgets, setting schedules and tracking assignments, ensuring successful project completion; primary client contact for tactical execution; worked with Interactive Creative Director to design web site user interface; maintained change log for ongoing projects.</p> <p>Web Designer Worked with art directors, programmers, account services personnel and clients to develop web sites; responsible for architecting and building sites and implementing updates; produced animated banner ads.</p> <p>Senior Graphic Artist <i>“Best Production Artist in Town”</i> Assembled and prepared for print: advertising and collateral materials, tradeshow and point-of-purchase materials, specialty packaging, corporate identity; responsible for pre-flighting files for print and prep vendors; partnered with production managers on all projects, tracking projects through agency for life of project, ensuring on time and on budget completion; served as backup contact for print and prep vendors.</p> <p><i>Added value</i> Trained junior art directors, temps, production artists; developed pre-flight form and information collection forms, now used by a number of agencies and vendors; provided general assistance on Macintosh and Windows to co-workers; developed and maintained archiving and cataloging system for digital art. Earned bonus compensation each year for above-average contributions.</p> <p>August 1986 – October 1988 The Studio Group Portland, Oregon Graphic Artist Worked closely with graphic designer producing layouts, comps and mechanicals of collateral material. Occasionally wrote and edited copy.</p>
Education	<p>1985 Stanford University Bachelors Degree East Asian Studies: Chinese history, language, economy, politics; taught English in Taiwan as a volunteer for six months; additional course work in design and typography.</p> <p>1998 Portland State University, School of Extended Studies Certification Certificate of Professional Development, Multimedia Professional Program. Included Capstone project, working with team members to bring web site to launch.</p> <p>1996 University of Oregon, Continuation Center Intermediate HTML, Graphics for the World Wide Web.</p> <p>1988 – 1995 Pacific Northwest College of Art Non-credit courses in perspective drawing, life drawing, botanical illustration.</p>
References	Available upon request.
Additional Information	You bet I'm a team player! Collaboration is one of the most exciting things about any job. Member, Pacific Association of Women Martial Artists. Hold rank of brown sash in Mo Duk Pai Kung Fu.
