



Professional Summary:

New Media and Print Senior Graphic Design Veteran with over five years experience, as well as, Web Designer and Developer. Recipient of over 4 national and local awards including the prestigious AEP award and Graphic Design USA's in 2008. Passionate about offering painstaking attention to detail; thorough and meticulous completion of high quality work. Offers experience with trends and best practices.

Accomplishments:

- Book titles *Jackie Robinson*, *Marie Curie*, and "Freaky Facts" series won AEP awards (2008 Distinguished Award Winners)
- *The Bald Eagle* and *A Giraffe Grows Up* were on the list of the 2008 edition of *The Best Children's Books of the Year* (sponsored by the Children's Book Committee and Bank Street College of Education)
- "Freaky Facts" book series won one of the Graphic Design USA's In-House Design Awards and appeared in the July/August 2008 issue
- Created design for J.J. Keller's 2006 Transport Collectable Car Hauler
- Oil painting accepted into the 2004 End of the Year Student Juried Exhibit in the UW-Stout Furlong Gallery
- Promoted within 8 months from Production Artist to Designer at Picture Window Books
- Fluent in researching original and competitor's designs while placed in leadership of creating concept while maintaining project management of book graphics.
- Attendee of various events including MiniWebCon, Insights Design Lecture Series at the Minneapolis Walker Art Center, InDesign Users Group, StartUpWeekend 1 & 2, MMPA (Minnesota Magazine Publishing Association) 2010 Summit & Expo, and 2 Apps Per Day (iPhone Ap Development Workshop)
- Concurrently met deadlines of 30-40 pieces of art and design collateral while managing time constraints, effectively communicating, and consistently meeting or exceeding expectations
- Offers painstaking attention to detail; thorough and meticulous completion of high quality work which can easily be seen in portfolio: www.abbeyfitzgerald.com/work.html

Skills/Strengths:

- Adobe Dreamweaver, Flash, Illustrator, InDesign, and Photoshop, Quark XPress, Microsoft PowerPoint, and Word
- Knowledge of HTML, CSS, JavaScript/jQuery, SEO, information architecture, and wireframing
- Conscientious self-starter with the ability to research, create concept, and produce an original solution
- Creates a positive work environment with an equally positive work attitude
- Provides clear direction and communicates constructive feedback
- Innovative while meeting constraints of cost and time
- Works with defined company style and follows brand standards
- Remains resilient in the face of set-backs or difficulties
- Understands assigned duties, establishes priorities, and adjusts to unexpected changes in work demands
- Effectively handles multiple assignments and consistently meets deadlines
- Painstaking attention to detail; thorough and meticulous completion of high quality work
- Excellent verbal and written communication skills
- Comfortable working with a variety of personalities
- Thrives in a collaborative environment and is self-motivated
- Excellent hand rendering skills using marker and colored pencil
- Current with social media applications such as Facebook, Twitter, and LinkedIn with the understanding of how they are integrated into businesses and brands

Education/Background:

Bachelor of Arts Degree in Graphic Design, May 2004

University of Wisconsin-Stout, Menomonie, Wisconsin

- Received Dean's List recognition
- Graphic Design Association Member

Continuing Education/Professional Associations:

- Completed Dreamweaver I, II, HTML I, II, III, and Google Search Engine Optimization through Mankato Community Education
- Completed Minneapolis Community & Technical College's Continuing Education & Training for Web Design and Development courses: CSS, Dreamweaver III, Introduction to Server-side Scripting, and JavaScript I and II
- AIGA Member <http://portfolios.aiga.org/afitzgerald>

Work Experience:

(4.11-current) Web Developer at Thomson Reuters FindLaw (Contract)

Eagan, MN 55123 <http://thomsonreuters.com>

- Works as part of the Web Development team for FindLaw, helping with website migration project
- Migrates sites from old server to new server, making sure content is correct on each page
- Works as a team with Account Managers during site migration process, along with doing site maintenance tasks
- Creates new pages and adds content using CMS
- HTML skills are used to add correct content to site pages
- Uses understanding of browser compatibility for consistent sites
- Communicates to developers if there are found defects while performing Quality Assurance tasks
- Makes sure customer information is accurate on site according to database

(8.09-4.11) Senior Graphic Designer for ABDO Publishing,

Edina, MN 55439 www.abdopub.com

- Prepared images for use on company website
- Familiar with process of converting print books to electronic format
- Creatively produced ideas and concepts for new book series and catalogs
- Designed advertisements for library magazine publications
- Created an environment where new ideas could be generated and shared
- Provided clear direction by effectively communicating the organization's mission and vision
- Established clear priorities that aligned with short-term objectives and long-term strategies
- Designed covers and interiors for books that worked together as a series
- Researched other product and looked for market trends
- Responsible for creating printer PDF and worked with multiple print vendors
- Proofed catalogs to make sure the information was the most current and correct
- Checked printer proofs to make sure color and content was correct before printing

(7.06-2.09, Designer) (2.09-7.09, Senior Designer) Graphic Designer for Picture Window Books

Mankato, MN 56001 www.capstonepub.com

- Creatively produced ideas and concepts for new series
- Created innovative layouts for both cover and interior that were age appropriate
- Followed pre-established design guidelines for existing series and adhered to brand standards
- Worked as a team with illustrator, editor, production, and creative director in the making of books
- Communicated with illustrators, outlined schedule, and established priorities that kept the project on track
- Wrote illustration notes, suggestions, and sketch comments for illustrator
- Worked with a variety of outside resources (illustrator, inker, and colorist) during the design process of graphic novels
- Made noted art changes to illustrated work
- Designed interactive material, bookmarks, and direct mail pieces
- Contributed ideas to team and worked independently on projects
- Produced high quality work while being detail oriented
- Adjusted to unexpected changes in work demand
- Converted black and white line illustration to colorful art with correct amount of detail
- Checked printer proofs to ensure printed product will be correct and then attended press check

(11.05-7.06) Photo Researcher for Compass Point Books/Production Artist for Picture Window Books

Mankato, MN 56001 www.capstonepub.com

- Researched resources and located photos while keeping within photo budget
- Worked closely with editors to choose appropriate photos to match subject matter
- Established relationship with stock photo vendors
- Contacted new photo vendors to obtain new photo source, as well as, negotiated price and terms of photo use
- Checked that photo records were in accordance to vendor's photo bill
- Made sure correct image guidelines were followed and was responsible for correct usage of photos
- Entered image information into photo database and consistently maintained these photo records
- Preflighted book files to make sure all images were at proper resolution and images were all CMYK
- Created PDF of file to be sent to print vendor
- Made sure covers and interior files used correct template
- Reviewed files before going to printer to ensure design elements were in the correct place
- Adjusted hard cover books files to soft cover
- Converted print files to Electronic Book files
- Properly archived book files at the end of the publishing season