

# Deirdre Spencer

See my marketing communications design portfolio at [deirdrespencer.com](http://deirdrespencer.com)

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**W**ith substantial experience in designing print and electronic marketing collateral in both staff and freelance positions, I've designed for a wide range of businesses and clients. Design solutions, website production, styling and content management, marketing communications and social media — my secret weapon is my ability to roll up my sleeves and solve problems.

**Software:** Mac OSX and Windows platforms; HTML editors and CS6 Design Standard: Photoshop, InDesign, Illustrator, Dreamweaver, Freehand, Fireworks, Acrobat, iMovie and more.

## EXPERIENCE

### **currently** *Freelance and Contract Graphic Designer* • Oakland, CA

Clients include: ZipFly Design • Manex Visual Effects (MVFX) • Placemaking Group • Holy Names University • The Berkshire Museum • IMAX/Ridefilm • Chronicle Books • Cinergi Pictures Entertainment

Over the years in between staff roles I have designed and coded websites and created printed marketing collateral, logos and advertisements for small agencies and businesses as a freelancer, including an Oscars® edition website for MVFX.

### **7/10 to present** *Member, Executive Board* • AXIS Dance Company, Oakland, CA

2013/14 – President of the Board of Directors • 2012 – Vice President of the Board of Directors

AXIS creates and performs contemporary dance through the collaboration of dancers with and without disabilities, and through community education and outreach programs, teaches about collaboration and disability.

Under my leadership, AXIS Dance Company's Board of Directors doubled in size and took steps to become a governing board, including the implementation of a strategic staffing plan to allow the company to expand its long term development and artistic goals.

### **6/12 to 7/14** *Senior Graphic Designer* • Placemaking Group, Oakland, CA

The Placemaking Group is a full-service PR, web and marketing communications firm.

In addition to writing and editing company blog posts and managing social networking pages, I designed and maintained websites and printed marketing collateral for a wide variety of clients.

### **7/10 to 5/12** *University Web Manager* • Holy Names University, Oakland, CA

HNU is a liberal arts institution founded in 1868.

I redesigned the University website, updating code to reflect current standards, decrease page load time, and improve Search Engine Optimization; designed and launched a display ad campaign, increasing visits to Info Night R.S.V.P. page by over 400%; implemented new social networking pages (Twitter, LinkedIn, YouTube) and strategies for maintaining existing Facebook Fan pages.

### **12/05 to 3/10** *Volunteer Graphic Designer / Web Developer* • The Taproot Foundation, San Francisco, CA

Projects include: AXIS Dance Company brochure (2009) • Streetside Stories website (2006)

The award winning Streetside Stories project included an online store and embedded videos. I participated in the discovery process, created wire frames and site architecture, designed and presented comps, built HTML templates and incorporated forms and javascript to create a final website.

**10/08 to 4/09** *Senior Graphic Designer* • Placemaking Group, Oakland, CA

The Placemaking Group is a full-service PR, web and marketing communications firm.

Brought aboard to cover for a creative director on leave of absence, I designed and maintained websites and printed marketing collateral for a wide variety of clients.

**1/08 to 9/08** *Art Director* • e-agency, Oakland, CA

E-agency was a full service branding communications company.

In addition to providing art direction and design on print and web projects for clients such as Oakland International Airport, I managed freelancers, met with clients regularly, and coordinated design efforts with the back-end programming of Cold Fusion, PHP, and Drupal developers.

**2/05 to 3/06** *Graphic Designer* • Waxcreative Design, Oakland, CA

Waxcreative is a boutique web design studio specializing in niche marketing for best selling and up-and-coming romance authors.

My duties included the maintenance of client websites and the design and construction of new sites, as well as the design and prepress of related promotional materials.

## **AWARDS**

- Over a dozen Gold, Silver and Bronze Horizon Interactive Awards since 2005
- 2008 Top 5 Newcomers — *Business Week's* Best of the web: Yollege.com

## **EDUCATION**

**B.F.A.** Media/Graphic design • The School of Visual Arts, New York City  
graphic design, illustration, desktop publishing, silk screening, art history, photography

## **GROUPS & ASSOCIATIONS**

- American Institute of Graphic Arts (AIGA), member
- Oakland Metropolitan Chamber of Commerce, member