



10045 S.W. 52nd Avenue
Portland, OR 97219
(503) 245-4368
leslieb@aracnet.com
www.lesliebairddesign.com

Objective: To secure a Media and Communications Design Position

Technical Skills:

Graphic Design and Other Skills:

Macintosh and PC Environments
Adobe Creative Suite: In-Design, Pagemaker, Illustrator,
Photoshop, Fireworks, Acrobat
Microsoft: Word, Publisher, Powerpoint, Excel
Corel Painter

Web Design Skills:

Adobe - Dreamweaver, Flash
XHTML
CSS
Search Engine Optimization
Content Management Systems - Joomla, Drupal,
Wordpress - Presently taking classes

Graphic and Web Design Experience:

Freelance Graphic Designer - 1984 - Present

- Work with businesses and organizations to create various forms of print media such as newspapers, directories, newsletters, brochures, logos and also create basic websites. Clients include Southwest Portland Post, Northwest Ski Club Council, Tapestry Theatre, Craine Communications, and other small businesses.
- Involved in all phases of design, from concept to finish, using Adobe Creative Suite programs.
- Years of experience with photo color correction as well as basic editing skills.
- Comprehensive knowledge of magazine 4 color production work, directory and newspaper production.
- Familiar with working under tight deadlines in production schedules.
- Work with closely with editors and publishers to achieve products that are error free.
- Develop relationships with local printers to obtain cost effective quotes for clients.

Production Manager/Graphic Designer - 1988 - 1989

New Oregon Publishers, (Parent Company of Oregon Magazine):

- Responsible for all phases of Graphic Design while also developing cost-effective budgets for special projects.
- Worked with vendors to arrange quotes and production schedules.
- Projects included "the Great Waterway" (a maritime directory), Oregon's Bounty (an Oregon products catalogue), and "Portland Expressions" (American Express Catalogue of advertisers).

Graphic Designer - 1986 - 1988

Oregon Magazine:

- Designed and produced materials for the advertising department.
- Projects included ad layouts, mock-ups for speculative advertisers, brochures, flyers and special advertising sections.
- Also assisted with editorial production when needed.

Public Relations/Communications Design Experience - Volunteer:

PCC and SWNI (Southwest Neighborhood Inc.) Websites: Created Flash Banners for the 2009 Spring Clean-up.

P.S.U. Art Alumni Committee: Created logo banner for e-mail newsletter and postcard design for upcoming show - 2010

Portland Public Schools - PTA's: Continued support for graphics services. Help out with design on posters and graphics materials for fundraisers - 2000 - Present

Crestwood Neighborhood Association: Webmaster for Crestwood website - This involves use of Drupal Content Management system.

WiPP (Women in Portland Publishing): Volunteered to help with logo design workshop at local High School - 2008

Education:

Portland State University, Portland, Oregon: Bachelor of Science in Art, Graphic Design emphasis - 1985.

P.C.C., Portland, Oregon: Continuing education in Web Design with experience in Dreamweaver, Flash, XHTML, and CSS. Classes in SEO and Content Management Systems. Working towards Web Design/Development Certificate.

References

Judy Straalsund

Tapestry Theatre
PO Box 19844
Portland OR 97280
Phone: 503-245-6919
e-mail: info@tapestrytheatre.org

Linda McGavin

Northwest Ski Club Council
P.O. Box 1915
Portland Oregon 97207
Phone: 503-652-2840
e-mail: mcgavinski@gmail.com

Barbara Parshall

Mt. Hood Meadows Group Sales Representative
Portland, Oregon
Phone: 503-267-9522
e-mail: bp2ski@gmail.com

Carol Hershey

Account Executive
Portland Monthly Magazine
623 SW Oak Street Suite 300
Portland, OR 97205
503-222-5144 x104
Fax: 503-227-8777
carol@portlandmonthlymag.com

Kevin Craine

Craine Communications
Portland, Oregon
503-452-9166
kevin@crainecommunicationsgroup.com