

LAURA SEEGER

web & graphic designer

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Highly self-motivated and goal-oriented professional committed to pursuing a long-term career in computer graphics and web design. Offer over 12-year track record demonstrating design creativity and problem-solving skills, computer proficiency and ability to successfully follow through with projects from inception to completion. Solid knowledge of industry tools; monitor new design and content trends through research.

EXPERIENCE

Graphic Designer-The Ohio State University Office of Continuing Education (CEd), Columbus, OH (May 2003 to present)

Create and design all print and web materials for department and conference clients. Work independently and as a team with co-workers and clients to meet marketing and design needs and deadlines.

- Initiated social media marketing campaign by creating and maintaining departmental presence in Facebook, Twitter and LinkedIn.
- Created informational content, scripting and 3D interior design of two-story building in the virtual world Second Life for marketing purposes.
- Webmaster for CEd Intranet and 290 plus page Internet web site as well as CEd sponsored Science Olympiad and State Science Day web sites. Write and design web content using Dreamweaver, HTML, JavaScript and CSS.
- Enhanced quality of sites through improvements in architecture, elimination of redundancy, and incorporation of user-friendly web 2.0 design. Independently learned JavaScript in order to create pop-up navigation bar, animated slide show and other features. Incorporated live instant messaging, web surveys and other interactive media.
- Proposed and created Intranet web site to promote better internal dissemination of information. Presented and initiated creation of secure interoffice blog to promote communication.
- Provide search engine optimization, initiated tracking of web site statistics (using awstats and GoogleAnalytics) and assess monthly web traffic information. Use Google Insight to monitor popular key search words.
- Design web sites, logos, brochures, posters, quarterly noncredit course catalogs, e-marketing pieces, landing pages, banner, e-newsletters, conference programs and promotional products for department and conference clients.
- Manage design and production of all printed projects. Create and monitor project timelines to ensure deadlines are met. Maintain university branding guidelines.
- Create original advertising concepts. Write and design layouts for bus stop, web, newspaper and magazine advertisements.
- Consult with printing company representatives to obtain quotes and make sure project specifications and requirements are accurately met.
- Improved outreach presence by redesign of exhibits and displays. Research cost of new materials. Recommend, design and implement new displays.
- Act as office photographer using both digital and 35 mm cameras to create photos for use in web and print promotional materials.

Freelance Designer-Seeger Graphics, Freelance Design Company, Columbus, OH (February 2001 to May 2003 and August 2007 to present)

Founded company specializing in print and web design, web content creation, web maintenance, client training in site maintenance, and photography.

SKILLS

Software:

Access 2007
Dreamweaver CS3
Excel 2007
Fireworks CS3
Flash CS3
FrontPage
Illustrator CS3
InDesign CS3
Outlook 2007
PageMaker
Photoshop CS3
Powerpoint 2007
Publisher 2007
Studio 10
Visio 2007
Word 2007

Languages:

CSS
HTML
JavaScript
Second Life Script

Operating Systems:

Mac
PC

Additional Skills:

Communication Skills
Creativity
Content Generation
Project Management

Graphics Specialist-Cap Gemini Ernst & Young (now Sogeti), Columbus, OH
(December 1998 – November 2001)

Provided graphic design support for entire office, which included layout and design of original PowerPoint sales presentations, web pages, brochures, flyers, calendars, invitations, signs, certificates and more.

- Converted quarterly 16-page company newsletter and monthly calendars to Intranet web pages for 200 employees creating greater accessibility and ability to immediately update information and resulting in an annual savings of \$5,600 per year in printing costs.
- Responsible for layout, design, editing, writing, proofing and maintenance of both web and print newsletter and calendar. Worked with printing company representatives to obtain best price for printed newsletter resulting in a savings of approximately \$4,000 per year.
- Facilitated newsletter committee meetings to plan each quarterly issue. Set deadlines, generated article ideas and assigned authors to topics, enabling publication of the newsletter in a timely and efficient manner.
- Streamlined process of sending employee review forms and updating employee resumes by converting it to e-mail process. Saved the company time and mailing costs of sending a paper based review, as well as increasing productivity.
- Served as company photographer to capture photos for company presentations, sales materials, quarterly staff meetings and web pages. Created Intranet employee photo pages.
- Coordinated and designed original PowerPoint presentations, photo board layouts, tent cards and flyers for quarterly staff meetings attended by approximately 200 employees.
- As part of sales team, designed and created sales proposals and presentations to meet client deadlines using Adobe Photoshop, PowerPoint, Visio and Word resulting in increased sales.
- Attended workshops on printing and pre-press, Adobe Photoshop, and newsletter design. Trained in web design.

Administrator-Oklahoma City University Law Review, Oklahoma City, OK
(January 1996-May 1997)

Planning Assistant-Space Management and Capital Programs (SMCP), Planning and Design, Office of the Chancellor, University of California, Berkeley, CA
(December 1989-April 1992)

Program Assistant-Professional Practice Program, Career & Placement Support Services, Indiana University, Bloomington, IN (April 1985-December 1988)

Secretary-Psychology Department, Bowling Green State University, Bowling Green, OH (July 1982-August 1984)

Credit Clerk-InterFirst Bank-Fannin, Houston, TX (July 1981-December 1981)

EDUCATION

Bachelor of Arts:

Bowling Green State
University
Bowling Green, OH
May 1981
Spanish Translation
(Minor: Sociology)

Noncredit Coursework:

- Dreamweaver MX-
Levels 1 and 2
- Flash MX-Level 1
- Illustrator CS2-
Levels 1 and 2
- InDesign CS2-
Levels 1 and 2
- Introduction to HTML
 - Self-taught in
JavaScript and CSS
- Attended various
workshops on layout
and design
- Attended Photoshop
workshops
- Attend free training
sessions in
Second Life
 - Subscribe to
Lynda.com
(software training
web site)