



RESUME FOR LYNNE VENART

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WORK EXPERIENCE

Principal and Creative Director, January 2001 - present

The Art Monkey LLC

Design

- Designing web and print marketing materials for a variety of clients, including web sites, annual reports, brochures, flyers, advertisements, exhibit displays, logos, newsletters, and more
- Providing up to six distinct design comps per project, depending on client needs
- Working with client through design revision process to create final approved design
- Providing information architecture consulting services to enhance website usability
- Training client staff members in graphics creation, website content updating, Dreamweaver and HTML

Web Development

- Coding websites using HTML, CSS, PHP and AJAX to allow for variable content and easy updating
- Creating submittable forms using PHP

Project Management

- Managing project deadlines, budget, and project scope throughout each project
- Ensuring successful client relations by holding meetings in-person and via phone to discuss marketing goals, project details, timelines, cost, revisions, and new projects

Clients

- Clients include the American Health Care Association, CQ Press, Voice of America, PBS, Independent Sector, Education Week, Bureau of National Affairs, DataStream Content Solutions, Palmer Legal Staffing, and more

Project Highlights

- CQ Press, 2000 to present
 - Designing and coding HTML templates of dozens of websites, including the award-winning CQ Researcher, the Online Editions Series, numerous textbook companion websites, and the marketing website (cqpress.com)
- American Health Care Association, 2005 to present
 - Designing the logo, brochure, advertisement, poster and promotional items for the National Nursing Home Week
 - Designing the 2007 and 2008 Annual Report
 - Designing a series of seven consumer brochures on varied assisted living and nursing home topics

Graphic Designer, October 2003 - February 2005 (part-time)

Leapfrog Solutions, Fairfax, VA

- Designing and editing brochures, postcards, websites, and flash presentations for various clients

Graphic Designer, July 2000 - January 2001

Phase Zero Productions, Alexandria, VA

- Designing web sites and optimizing graphics for external clients
- Designing posters and exhibit displays for Phase Zero Productions

Graphic Designer, June 1999 - June 2000

Devon Direct Marketing and Advertising/EURO RSCG, Berwyn, PA

- Designing and editing direct mail and other print pieces including posters, logos and POS displays
- Designing and coding banner ads and banner jump pages

Graphics Specialist, October 1997 - June 1999

ECRI, Plymouth Meeting, PA

- Maintaining consistent brand identity for ECRI throughout marketing materials, website and publications
- Creating web sites and web banners for in-house clients
- Designing 2 and 4 color print marketing and publishing pieces including medical journals, newsletters, brochures, logos and letterhead within a limited budget

Associate Multimedia Producer, May - October 1997

PEEC, Jenkintown, PA

- Creating complete Director-based multimedia sales presentation
- Designing icons for interactive Director-based program for health administrators

COMPUTER SKILLS**Web and Graphics Software**

- Photoshop, Illustrator, InDesign, QuarkXPress, Freehand
- Dreamweaver, Fireworks, Flash, Contribute, HTML, CSS, limited PHP, limited Javascript, limited AJAX

EDUCATION**M.A. in Arts Management, George Mason University, 2009**

- Courses include Marketing for Non-Profit Organizations, Managing for the Arts, Budget and Finance for Arts Administrators, Internet Marketing Strategies for Non-Profit Organizations, Fundraising and Development, Arts Policy, Arts and Society, Gallery Management, Art Criticism

B.A. in Advertising and Integrative Arts, Pennsylvania State University, 1997

- Courses include Graphic Design, Multimedia Design, Online Publishing, Creative Advertising Campaigns

Professional Training

- Conferences include Future of Web Apps 2006
- Courses include PHP Formscripts, Javascript, HTML, Dreamweaver, Fireworks, Photoshop