

JOANNA MCKEON

Graphic / Web Designer

An inquisitive, innovative artist who thrives on transforming ideas into creative solutions. Known as an imaginative contributor who embraces new methods and technologies. A reliable individual with an obsession for detail, looking for a challenging full time graphic or web design position.



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EXPERIENCE

Graphic / Web Design

Lead Creative Developer for BeTuitive Publishing, Inc. (September 2007 – present)

Brand/identity development • print book and eBook design • print and email newsletter design and production • website design and production • SEO implementation • CMS theme design • client correspondence • HTML training for clients and new staff

Freelance Design

Book cover design and layout: Remembering Five Generations (2010) • T-shirt design: intramural volleyball team (2009) • logo design: South Bristol Historical Society (2008), Heritage Farmstead Museum (2006)

Featured in the juried *Goliard* literary magazine (2006, 2007)

Exhibitions

Thesis exhibition *Audio-Visual: A Collection of Illustrations Derived From Captured Sound* at MacKenzie Gallery, College of Wooster (April 2007)

Group exhibition, MacKenzie Gallery, College of Wooster (May 2006)

Multimedia exhibition *Re-Collections* at La Corta Gallery, Florence, Italy (2005)

Grants and Awards

Henry J. Copeland Funding for Senior Independent Study (2006-2007)

Netta Strain Scott Prize for outstanding ability in creative studio work (2007)

George Olson Prize for excellence in printmaking, painting, or drawing (2007)

Teaching Apprenticeships at the College of Wooster

Junior Independent Study (2007)

Introduction to Drawing (2006)

EDUCATION

College of Wooster (Wooster, Ohio) – B.A. in Studio Art, cum laude (May 2007)

Academic Achievement and Music Performance Scholarships • GPA - 3.6

Maine College of Art Continuing Education Coursework (Summer 2006)

Studio Art Centers International (Florence, Italy) semester abroad (Fall 2005) • GPA 4.0

SKILLS

Technical Proficiency – Adobe Creative Suite (Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat) • HTML and PHP Programming • Microsoft Office (Word, Excel, PowerPoint, Outlook) • Email Sending Platforms (Conversen, Lyris, ExactTarget) • PC and Mac Systems