

ALYSSA PUMPHREY

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OBJECTIVE To obtain a position utilizing my skills in printed and digital media design or electronic publishing

PROFILE Proficient at design, concept, layout, and production of multiple media formats, including websites, electronic and printed media. Detail-oriented, organized and efficient with good problem-solving skills and the ability to meet deadlines and manage multiple projects simultaneously. Works extremely well both independently and in collaborative teams. Highly skilled on both Macintosh and Windows platforms, and familiar with technical issues pertaining to both. A quick learner with proficiency in a wide variety of programs and applications including Adobe Photoshop, PageMaker, and Illustrator, QuarkXPress; Macromedia Dreamweaver, Director, Flash, Fireworks; Allaire HomeSite, Javascript, HTML/DHTML, CSS2, Microsoft Word, Access, PowerPoint, Outlook and Excel. Some exposure to XML and ColdFusion.

RELEVANT EXPERIENCE BRAZEN HUSKY DESIGN | DENVER, COLORADO
Owner, Freelance Business | 1999–present

- Built, designed, and launched websites for multiple clients, including major corporations, university departments, and nonprofit organizations
- Developed course materials and crafted marketing copy for Qwest's eLearning program
- Edited PowerPoint training materials and built online training components
- Created graphics to work within company's existing graphic standards
- Worked to build templates allowing for ongoing development and expansion of websites
- Proofread and rewrote materials for print and website distribution
- Performed electronic conversion of book files from native format into HTML
Designed marketing materials, logos, book covers, and interiors

SOCIETY FOR MINING, METALLURGY,
AND EXPLORATION | LITTLETON, COLORADO
Website Content Manager | 2000–2001

- Edited, scheduled, and broadcast the company's eNewsletter
- Responsible for posting and proofing new content for the website, developing interactive pages, and creating and maintaining schedules
- Liaison between the Website and Information Systems departments
- Coordinated the vendor conversion of book files to website-ready files through HTML and XML tagging

FULCRUM PUBLISHING | GOLDEN, COLORADO
Assistant Website Designer, Website Coordinator | 1998–2000

- Redesigned and maintained the company's three websites
- Acquired, proofed, edited, and posted all new content
- Designed and implemented company intranet site, established guidelines for providing content, and developed schedules for content submission
- Developed new interactive content modules for the sites

RELEVANT
EXPERIENCE

FULCRUM PUBLISHING | GOLDEN, COLORADO
Production Editor | 1994–1998

continued

- Designed covers and interiors for 15 books per year, in addition to catalogs, brochures, and promotional pieces
- Performed print production-related activities, including design, typography, typesetting, page corrections, cover/jacket mechanicals, separations, scanning, digital enhancement, interacting with print vendors, and press checks
- Maintained schedules for 5-10 projects at one time, from concept to finished product
- Prepared materials for web usage, including formatting text documents and creating and adapting graphic images
- Contracted freelance photographers, cartographers, illustrators, and designers

EDUCATION

UNIVERSITY OF DENVER | DENVER, COLORADO
Master of Arts | expected completion date: Summer 2003
MAJOR: Digital Media Studies GPA: 3.95

UNIVERSITY OF DENVER PUBLISHING INSTITUTE | DENVER, COLORADO
Graduate Publishing Seminar | August, 1994

NEBRASKA WESLEYAN UNIVERSITY | LINCOLN, NEBRASKA
Bachelor of Arts with High Distinction | May, 1994
MAJOR: English, writing emphasis GPA: 3.92
MINORS: Japanese, Journalism

PORTFOLIO

Viewable online at www.brazenbuskydesign.com/portfolio.htm

REFERENCES

Available upon request