

Bridget Smith 1820 Taylor Street
San Francisco, CA 94133
415.776.5406
zibbis@mindspring.com

SUMMARY

I'm a graphic designer and writer with 12 years of Web/UI design experience and 11 years of 4-color art direction and publication design (overlapping with the Web work), along with a lot of collateral design along the way. Additional strengths include marketing and content development, editorial and writing skills, project management and client liaison skills.

AREAS OF EXPERTISE

- WEB DESIGN
- USER INTERFACE DESIGN
- RICH MEDIA E-MAIL
- REPORT DESIGN
- PUBLICATION ART DIRECTION AND DESIGN
- COLLATERAL DESIGN
- MARKETING AND CONTENT DEVELOPMENT
- PROJECT MANAGEMENT

ON-LINE PORTFOLIO, BOOK SITE

The address for my on-line portfolio is <http://www.mindspring.com/~zibbis/bsd.html>
The Web site for my book is: <http://www.beatriz.co.uk>

SOFTWARE

Strong suits (10 years plus experience): Dreamweaver, Photoshop, Quark, InDesign, FrameMaker, Acrobat, Word, and PowerPoint, in both Mac and Windows environments. Moderate Illustrator experience, but it's not my favorite environment. Limited Flash experience. Fluent in HTML and cut-and-paste Javascript. I work well with programmers.

RELEVANT EXPERIENCE

SCHOOL WISE PRESS, San Francisco, CA
Design Director, 2005-2007

- Designed application user interfaces, Web sites, school accountability reports, collateral material, rich-media e-mail newsletters, and PowerPoint demos. Worked closely with programming and production teams, and supervised quality control to see that my design work was correctly implemented.
- Worked with the Managing Editor, Information Architects, and the Marketing Department to develop editorial content for several Web sites, two newsletters, rich-media e-mails, and other marketing materials.

CLARION BOOKS, New York, NY
Author, 2006

- Clarion Books (a division of Houghton-Mifflin) published my juvenile fantasy novel *The Forest in the Hallway* in 2006. A down-loadable excerpt is available on the Web site (see above).

continued

Bridget Smith

PAGE 2

BRIDGET SMITH (GORDON SMITH) DESIGN, San Francisco, CA

Principal, 1995-2005, 2007-PRESENT

- Free-lance web, e-mail, report and print design. Marketing and content development.
- SEE MY ON-LINE PORTFOLIO FOR LINKS TO CLIENT WORK. Major clients included: School Wise Press (see above), Traversant Marketing Communications (clients include the Law Offices of Alan Ellis, Intelligencer Printing, Fibre Containers, Penn Litho, RW Nielsen Printing), and Web Presence of Santa Rosa. Partner in Muller and Smith (for Carpenter Rigging, Psychiatric Foundation of Northern California, Nowag Builders, MCS Construction Supply). Other clients: El Centro de Libertad, Dan Hubig, Larry Gonick, BlissPhoto, Dennis Letbetter, Menagerie Productions, Strategic Magic.

CALIFORNIA LAWYER MAGAZINE, San Francisco, CA

Art Director, 1989-1995

- Provided art direction, design, and staff supervision for this monthly publication devoted to legal issues. I took the book through two re-designs during my tenure and designed a new logo in 1994. I hired photography and illustration, art directed photo shoots, worked with Production on printing specs and press checks.
- Received several WPA Maggie Awards, appeared in Print's Regional Design issue and Society of Publication Design annual.

TREMAIN AND SMITH, Berkeley, CA

Principal, 1985-1989

- Partner in a graphic design firm. Major clients were *InfoWorld Magazine* (marketing materials), *Medical Self-Care Magazine* (editorial art direction and design), San Francisco State University (extension catalogues).

TOWER ADVERTISING, Sacramento, CA

Art Director, 1980-1985

- Designed retail print advertising for the now-defunct chain of record stores.

EDUCATION

ANTIOCH COLLEGE, Yellow Springs, OH. BS in Fine Arts.

REFERENCES ON REQUEST