

Jane Dashfield
Art Direction/Graphic Design

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Skill Summary

Creative and innovative problem solver with excellent graphic design, writing and communications skills. Team player who works well under pressure. Detail-oriented and technologically savvy in current trends and software. Excellent follow-up skills.

Key Abilities

- Design and production of editorial layout and graphics, marketing promotional materials, identity, logos, and illustrative infographics
- Design logo and graphics for trade show booth for non-profit health standards organization
- Website design and creation of supporting graphic elements
- Website maintenance including updating of existing pages and organization of page elements
- Software experience: *Macromedia Dreamweaver, Flash 8, CS3 programs Illustrator, InDesign, and Photoshop*
- Strong interpersonal and communication skills. Able to work effectively with clients, support personnel and service providers
- Skilled at performing pre-press and press-check supervision
- Skilled graphic design instructor

Experience and accomplishments

- **2007 to present—Certified Framer / Frame Department, Michael's Arts and Crafts, Flemington, NJ**
Responsible for working with customers to choose mats, frames and appropriate specifications
Trained to mount artwork and assemble framed pieces as specified.

- **1996 to present—Self-employed graphic designer:**

Website Design:

2008 to present—Hopewell Valley Chorus (princetonol.com/groups/hvchorus)—maintenance only
2003 to present—NJ State Chapter, P.E.O. Sisterhood—a 1300-member state chapter of an international women's organization of over 200,000 members (njpeo.org)
2008 to present—Personal business website (dashfelddesign.com)
2003-2005—Hunterdon Women's Social Club (no longer in use)
2000—Anthony Cornicello, composer (anthonycornicello.com)

Trade Show Booth Design:

March 2007 to present—ISPOR (International Society for Pharmacoeconomics and Outcomes Research)—design of graphic elements and informational posters for membership booth

Publication Layout and Design:

2007—Flemington Presbyterian Church, NJ—Photo directory—project head, writing, layout
Sept 2003-June 2005—Hunterdon Women's Social Club—writing and layout of monthly newsletter
1998-2002—Heritage Chorale, Framingham, MA—writing and layout of monthly newsletter, concert programs and membership handbook
1997—National Fire Protection Association—newsletter design

Direct Mail and Branding—art direction, design and illustration:

March to July 1998—SCT Group, Marlborough, MA—collateral for Micro Networks, Tytronics
Ongoing—Flemington Presbyterian Church—membership flyer, graphics as needed
2006—NJ State Chapter, P.E.O. Sisterhood—logo design for President Wendy Bright-Fallon
2004—NJ State Chapter, P.E.O. Sisterhood—logo design for President Bobbie Swenson

Leadership:

2004-2007—Elder and committee head, Flemington Presbyterian Church, NJ
2007-2008—Treasurer, New Jersey State Executive Board, P.E.O. Sisterhood
2006-2007—Recording Secretary, New Jersey State Executive Board, P.E.O. Sisterhood
2001-2002—Treasurer, Massachusetts State Executive Board, P.E.O. Sisterhood
2000-2001—Recording Secretary, Massachusetts State Executive Board, P.E.O. Sisterhood
2000-2002—Board member, Wilmington Arts Council, Wilmington, MA

Photography:

Cape Cod Times, Hyannis, MA—photos used in community newspaper

- **1989-1996—Art Director—“NFPA Journal”, “Fire Command”, “Fire Journal”
National Fire Protection Association, Quincy, MA**
Art direction and design of four-color bi-monthly magazine for not-for-profit professional organization of over 79,000 members
Re-design of existing format for magazine
Responsibilities included design, and layout of magazine; management of monthly art budgets; conceptualization and procurement of illustration and photography; and on-site press check
Worked closely with in-house support staff, including editors
Coordination with outside vendors including illustrators, photographers and printer
Developed logos and promotional literature and special projects as needed
Coordinated change of production methods for magazine from manual paste-up to computer layout
- **1980-1989—Art Director, Graphic Designer**
Annie Hubbard and Associates, Newburyport, MA—collateral and identity for community and technology clients including Hewlett Packard, Koch Membrane Systems, Spartacus Computers, and the Newburyport Chamber of Commerce
Phil Carver and Friends (PC&F), Hudson, NH—textbook design for Prentice Hall, McGraw-Hill, and Allyn and Bacon
Franklin Advertising, Needham, MA—collateral design for clients in the computer industry
Fidelity Advertising (Fidelity Investments), Boston, MA—collateral design for financial company
Horizon House-Microwave, Inc., Dedham, MA—publication and collateral design
Artech House, a division of Horizon House-Microwave, Inc., Dedham, MA—book design
- **Teaching Associate, Graphic Design**
1987-1988 Boston University, Boston, MA
1989 Northern Essex Community College, Haverhill, MA
Taught graphic design theory and history to undergraduate-level students, including development and assessment of student graphic design projects

Qualifications

- 1985 Master of Fine Arts, Graphic Design—Boston University School of Visual Arts
- 1979 Bachelor of Fine Arts, Graphic Design—The University of Kansas

Continuing Education

- HTML, *Adobe Photoshop*, *Quark Xpress*, watercolor painting, writing
- Flash 8—Brookwood Media Arts, Philadelphia, PA

Awards

- 2002 Honorable Mention - watercolor painting—Wilmington Arts Council Show, Wilmington, MA
- 1990 Second Prize, Front Cover Photo (for *Fire Command* magazine cover)—ASPBE, Boston, MA

Interests

- Writing, drawing, photography, and painting