

BARBARA A. STANFIELD

Graphic Designer | Production Artist

213-381-2464 (home) | 213-245-4139 (cell)

415 S. Oxford Ave, #331 | Los Angeles, CA 90020

OBJECTIVE

A graphic design, production artist or web production artist position

SKILL SET

- Book and Cover Design
- Newsletter Design • Advertising Design
- Desktop Publishing & Production
- Word Processing • Document Formatting
- Conceptualize design solutions
- Typography: selection, legibility, hierarchy
- Photo Color Correction & Compositing
- Logotype Design • Branding
- Web graphics design and optimization
- Website prototyping • CSS • XHTML
- Repeat Pattern Design
- PowerPoint Presentation Design
- Project Management skills
- Ability to communicate with all levels of personnel

COMPUTER SOFTWARE

Adobe InDesign, Photoshop, Illustrator Acrobat, FireWorks and Dreamweaver; QuarkXpress

Microsoft Word, PowerPoint Macintosh OS X and Windows 7 operating systems

WORK EXPERIENCE & ACCOMPLISHMENTS

Stanfield Designs, Freelance Designer - Web Graphics, 4/08 – 12/09

Client: Automobile Club of Southern California, Travel Products Administration, Costa Mesa, CA
Research, select, color correct and optimize photos for online travel destinations.

Design and optimize banner ads for online travel promotions.

Team Lead, Graphics, 3/03 - 2/08 – Graphic Designer, 4/81 - 3/03

Employer: Automobile Club of Southern California, Travel Information Products, Costa Mesa, CA
Design retail map, guide and book products for Auto Club retail outlets and 10 million members in California and eight partner states; in-house design of booklets, advertisements, flyers, signage and training materials for various business units.

Results: 36% increase in map production for member entitlement and commercial products in 2007; received a *Gold Key Award* for outstanding graphic design service.

Enhance client response through the design of banner ads and web graphics for online Travel promotions: photo selection and color correction, copy development and optimization.

Results: 15% increase in online hits in 2007.

Prioritize and assign projects to meet department objectives and requirements of various business units. Ensure department projects are completed on time by coordinating activities with editorial and cartographic staff

Results: Received "exceptional" rating for meeting 2007 production schedule; 45% increase in overall department productivity in 2007.

Team Lead, Graphics – Administrative Duties

Resolve production related problems with vendors • **review** products to ensure quality and consistency • **oversee** acquisition of outsourced help—reprographic vendors and images sources
obtain “permission to use” from photo resources • **maintain** records on design projects undertaken for department and other Club business units • **prepare** weekly, monthly and annual reports.

PROFESSIONAL DEVELOPMENT | EDUCATION

Web Design courses, Sessions Online School of Design & Santa Monica College, 2008-2011

Certificate, Web Producer, Rutgers University, Online Continuing Education, 2008

Certificate, Web Design, Sessions Online School of Design, 2002

Certificate, Graphic Design/Visual Communications, UCLA Extension School, 1984

Bachelor of Arts in English, California State University, Dominguez Hills

Associate of Arts in Fashion Design & Merchandising, Los Angeles Harbor College

PORTFOLIO

<http://www.stanfielddesigns.com>

VOLUNTEER

Braille Institute of Los Angeles, 1/2010 – Present

Data entry for Library and Volunteer Services; archiving files for Publishing Department