

DEBORAH BARLAY

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www.BarlayStudio.com
617.956.2922

QUALIFICATIONS

Fifteen years experience in the design industry, implementing award winning creative campaigns and art direction. Extensive design experience creating unique and powerful design across a variety of markets including non-profit, high tech, B2B and consumer clients worldwide.

/ Print and interactive design
/ *Specialty:* Color and typography, photography
/ Client relationship management
/ Corporate branding/identity programs
/ International clientele
/ Conceptual design approach
/ Team and project management

SOFTWARE

Adobe Creative Suite, HTML, Muse, Dreamweaver, QuarkXpress, Flash /ActionScript

EDUCATION

B.F.A. University of Oregon

REFERENCES AND PORTFOLIO

Available upon request

PERSONAL INTERESTS

Director at *Write Around the World*, a non-profit organization dedicated to supporting quality education for the underprivileged children of the world

EXPERIENCE

Babson College

02.10 / present
Art Director
www.babson.edu

Art direction and design development for College collateral and events. Lead designer on website re-design in coordination with new brand launch. Interactive advertising, and print design. Vendor and client management.

Q. Inc.

05.06 / 06.08

Art Director

www.qincmarketing.com

Responsibilities included working with clients to produce marketing campaigns. Vendor and consultant management, client liaison and creative presentation leadership. Print and production quality assurance during the production process.

Accounts: International Electronics, Inc., Galleria Florentia, Newbury Networks, Sun Microsystems

INK Communications & Design

07.02 / 02.06

Co-Founder, Principal and Creative Director
www.theINKstudio.com

Produced effective branding and corporate identity programs from an integrated marketing approach. Managed all design accounts and produced cohesive programs that included all aspects of design, marketing and public relations. Designed websites with established corporate identities, while optimizing for improved usability and navigation. Created print materials, marketing and interactive collateral, online marketing campaigns and websites to maximize marketing and advertising budgets by means of targeted market penetration.

Accounts: Solar Grade Silicon, Seattle Seabawks, Emblaze Semiconductor (now Zoran Corporation), the Washington Education Foundation

WAMU Design

06.01 / 06.02

Art Director, Consultant

www.wamu.com

Concept and design development for Washington Mutual, once a major national financial institution. Developed and revised corporate branding during market transition and national expansion creating a broader appeal to targeted demographics. Produced program and campaign series through collateral development in community projects. Liaison with internal and external creative teams to adhere to brand loyalty and produce high quality, creative print collateral throughout the company.

POP! Multimedia

06.99 / 05.01

Producer and Photo Studio Manager
www.poppmultimedia.com

Photo Studio Manager for a creative staff of 20, including project leads, photographers and processors. Acted as the Producer and point of contact with all clients. Maintained image integrity and photo quality for print and web.

Accounts: Best Buy, Corbis, CVS, Pets.com

Publicis

05.98 / 06.99

Senior Designer

www.publicis.com

Responsible for design and production, working directly with art directors, copywriters and creative directors. Produced corporate and product branded collateral and advertising campaigns for one of the world's leading advertising agencies. Designed campaigns for print collateral, billboards and broadcast television.

Accounts: Voicestream (Now T-Mobile), PetSmart, Eagle Hardware (now Lowes)