

Robin Fuchs
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Professional Profile:

Robin Fuchs is a BA Graduate of Northwestern University with 10 years experience as an award-winning photojournalist and 8 years experience as a visual and web designer. Robin is a creative graphic designer and problem solver with proven ability to design effective and appealing communications, streamline processes and work effectively under tight deadline constraints. She is a quick learner and always eager to learn new skills and to tackle new challenges. Robin thrives in a fast-paced, changing environment.

Art Director and Graphic/Web Designer:

- Proven ability to design projects for print and web.
- Strong knowledge of web and email standards.
- Strong knowledge of 4-color print process.
- Ability to work effectively under pressure.
- Ability to work effectively both independently or as part of a creative team.

Traffic & Production Coordinator:

- Well organized and detail-oriented.
- Able to streamline processes and create effective policies and procedures.
- Able to multi-task in a fast-paced environment under tight deadlines.
- Excellent communicator to ensure that projects remain on schedule.

Photographer:

- Professional wedding, portrait and editorial photographer.
- Owner of a part-time freelance photography/design business since 2002.
- Expert digital photography and retouching skills.
- Able to work independently or to follow creative direction to capture innovative and effective photo images.
- Effective communicator with all types of people.

Technical Skills:

- Advanced knowledge of programs including Adobe Creative Suite4 (InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Acrobat).
- Intermediate knowledge of MS Office.
- Basic level knowledge of Sound and Video Editing programs.
- Broad knowledge of computer and Internet technology including Mac, PC, and UNIX platforms, PHP, MySQL database, Javascript and Cascading Style Sheets (CSS).
- Equally comfortable using Mac or PC.

Experience:

CHOICE HOTELS INTERNATIONAL - Silver Spring, MD

Art Director/Graphic Designer

June 2006 - present

Responsibilities:

print design, web design, production, preflight, photo editing, archive management, procedure documentation, technical intermediary

Accomplishments:

- Designed monthly email messaging for rewards program members (distribution: 500,000)
- Created and presented original print and web designs for advertisements and promotions
- Produced accurate mechanicals for print collateral (distribution: 10,000 – 2,000,000)
- Designed and created websites, animated and static banners, and XHTML email communications
- Directed freelance graphic artists
- Retouched and color-corrected high-res photography
- Created and maintained a comprehensive, searchable logo and photo archive for the Creative Services department
- Helped to find a system to distribute photo/logo assets to all members of the company
- Researched and provided suggestions for department process improvements
- Played an integral role in researching, customizing and implementing an online proofing system for print/web collateral
- Created and documented department policies and procedures
- Served as an intermediary to communicate technical information between the Creative Services department and IT
- Troubleshooted computer problems (Mac and PC)
- Multiple awards for outstanding service

Skills:

PC & Mac platforms - Adobe Creative Suite 4, CSS, XHTML, Extensis Portfolio, Microsoft Office, Final Cut, Knowledge of print process, Preflight for printed materials, Preflight and optimization of web materials

FREELANCE - MD

Owner/Operator of part-time Photography, Graphic Design and Web/Multimedia Studio

November 2002 - present

Current Projects:

freelance documentary wedding and family photographer; website and logo design for small business clients; photo album design; photo album book binding;

Past Projects:

website design and administration for the National Press Photographers Association (NPPA) New England Region; webmaster for the Canton Community Association; web designer for U.S. Foodservice in Columbia, MD; designed and built computer-based training courses for delivery online and via CD-Rom for BP Solar in Frederick, MD; logo and business stationery design; website design; design of interactive CD-Roms

Skills:

PC & Mac platforms - InDesign, Photoshop, LightRoom, Illustrator, Fireworks, HTML, Dreamweaver, Flash, Flash Video, JavaScript

SMART SHOPPER MAGAZINE - Reisterstown, MD

Art Director, Photographer, Web Designer/Programmer

January 2005 - December 2005

Smart Shopper is a direct mail coupon publication published 5 times/year in 4 different areas of metro Baltimore.

Responsibilities:

design, photo selection, layout, preflight, press-checks, and oversight of production of print materials; design and production of websites and database-driven web applications

Accomplishments:

- Built entire art department from the ground up including: procuring all department hardware and software, designing and implementing virtual and real-time workflow processes and archiving and tracking systems
- Performed all preflight and final press checks for every publication
- Created innovative and effective direct mail advertisements, publication covers and content layouts
- Created all internal marketing materials, business documents, contracts, and stationery
- Wrote technical Request For Proposal (RFP) for complex web-based applications
- Designed database-driven PHP web applications and Smart Shopper's intranet to increase productivity and accuracy
- Designed and maintained Smart Shopper's intranet system
- Procured web hosting and served as in-house technical advisor
- Photographed places and products for high-end advertisers

Skills:

PC & Mac platforms - InDesign CS, Photoshop CS/Image Ready; Illustrator CS, HTML, PHP, MySQL, Dreamweaver MX, Flash MX, JavaScript, Microsoft Office, Knowledge of print process, Preflight for printed materials

SINCLAIR BROADCAST GROUP - Hunt Valley, MD

Web Designer and Graphic Designer

September 2003 - September 2005

Responsibilities:

design, photo selection, layout, preflight and oversight of production of print materials; design and production of websites and database-driven web applications

Accomplishments:

- Designed and implemented both virtual as well as real-time workflow processes and archiving systems for more than 40 direct mail publications published monthly
- Aided in monthly preflight and final press checks for more than 40 direct mail publications
- Created innovative and effective direct mail advertisements, publication covers and content layouts
- Designed the cover for and paginated Sinclair's 2003 Annual Report
- Designed database-driven PHP web applications for the Sinclair Broadcasting Group's intranet
- Designed and built creative and effective websites for external clients

Skills:

PC & Mac platforms - Quark XPress 4.1, Photoshop 6/Image Ready; Illustrator, HTML, PHP, MySQL, Dreamweaver 4, Flash MX, JavaScript, Microsoft Office, Knowledge of print process, Preflight for printed materials,

HEALTH DIALOG, INC. - Boston, MA

Production Coordinator and Graphic Designer

January 2002 - November 2002

Responsibilities:

design, photo selection, layout, preflight and oversight of production of print materials and videotapes; designed and managed production of printed marketing collateral for tradeshow and client visits; designed PowerPoint and multimedia presentations; designed and built websites

Accomplishments:

- Redesigned packaging for library of 14 video products resulting in thousands of dollars in savings
- Designed and built a comprehensive website as part of initiative to increase awareness of breast cancer treatment
- Created original medical illustrations for publication in printed publications

Skills:

Knowledge of print process, Preflight for printed materials, PC & Mac platforms - Quark XPress 4.1, Photoshop 6/Image Ready; Illustrator, Fireworks, HTML, Dreamweaver 4, Flash MX, JavaScript, Microsoft Office

BOSTON PHOTO IMAGING - Boston, MA

Production Technician and Digital Imaging and Retouching Specialist

June 2001 - January 2002

Boston Photo Imaging is a full-service commercial digital photo lab, providing everything from traditional film service to digital scanning, large format photo printing, scanning, archiving, and framing.

Responsibilities:

Responsible for preparation of digital files and images for output on large format photo printers, designing and producing presentational artwork for clients, maintaining the company website, in-office technical support, archiving and web site management.

Accomplishments:

- Successfully set up DSL service and FTP servers resulting in increased productivity and customer service
- Proven ability to provide superior digital retouching and color correction service to clients

Skills: Mac/PC Platforms - Adobe Photoshop/Image Ready; RIP Software, Quark XPress, Dreamweaver, Scitex Image Scanners, Kodak Pegasus digital photo output, Kodak film scanners, Noritsu digital printers

TRADEOUT.COM - Cambridge, MA

Content Editor/Web Designer and Production Artist

November 1999 - August 2001

TradeOut was an online business-to-business surplus marketplace. Owned in part by eBay, TradeOut brought together the buyers and sellers of large lots of equipment, off-lease assets, etc.

Responsibilities:

Created original graphics, icons, and animated advertisement banners. Daily responsibilities also included website content updates, media purchasing (stock photography), photo editing, processing of images and posting to website, customer service, HTML mockups, and software QA.

Skills:

PC & Unix platforms - Adobe Photoshop/Image Ready; Adobe Illustrator, Fireworks, HTML, Dreamweaver, Flash 4, JavaScript, Microsoft Office

THE CONCORD MONITOR (NH) - newspaper

Photojournalist and Pre-press Technician

May 1998 - November 1999

The Concord Monitor is a 25,000 circulation daily newspaper located in central NH- voted America's best small newspaper by TIME Magazine.

Responsibilities:

pre-press production of photographs for 4-color flexographic press as well as daily photographic coverage of a wide range of assignments- features, news, sports, and documentary photo essays- under tight deadline constraints. Covered 1999 NH Presidential Primary.

Skills:

Mac Platform - Adobe Photoshop; Quark XPress; Image pre-press and page layout; location/studio lighting; Excellent interpersonal interaction/public relations; Howtek drum scanner; various 35mm negative and slide scanners; flatbed scanners; full knowledge of color darkroom and film development

THE NEW LONDON DAY (CT) - newspaper
Photojournalist and Pre-press Technician
August 1996 - May 1998

The New London Day is a 45,000 circulation daily newspaper located in Southeastern, CT. Covered a wide range of daily assignments under tight deadlines.

Skills:

Digital photography equipment; interpersonal interaction/public relations; Mac Platform- Adobe Photoshop; Image pre-press and page layout; location/studio lighting; Kodak 35mm negative and slide scanners; flatbed scanners; full knowledge of color darkroom and film development

TIME MAGAZINE - Chicago, IL
Photography Assistant and Photo Editor
June 1994 - May 1996

Responsibilities:

logistical coordination for photo shoots; procurement of equipment and supplies; scheduling; film pick-up and delivery; assistant film editor. Also served as a temporary photo editor for the Midwest Photo Desk for 4 months, during maternity leave of the staff editor.

Accomplishments:

Successfully hired and coordinated freelance photographers, and effectively served as the liaison between the Midwest region and TIME Magazine's New York photo desk during the breaking of the Unabomber Story

Skills: public relations; stock photography purchasing; Mac Platform- Adobe Photoshop; location/studio lighting

Education:

Northwestern University, Evanston, IL - Bachelors Degree – Education
Maryland Institute College of Art (MICA) - Level Graphic Design Certificate

Portfolio:

Available online at www.shotola.com

Technical Skills:

Adobe Creative Suite 4	CSS
Photoshop	FTP
LightRoom	HTML / XHTML
Illustrator	PHP
Dream	MySQL
Bridge	JavaScript
InDesign	Macintosh Platform
Flash	PC Platform
Acrobat 9	Prepress for Web/Print
Extensis Portfolio	Digital & Film Photography
Quark XPress	MS Office

