

Barbara Occhiogrosso

Visual Designer : Print/Web/Presentation/Interactive/Illustration. Strengths include strong branding and visioning skills, keen understanding/awareness of budget vs. scope and what's possible and the ability to bring clients' visual/communication goals to fruition clearly and successfully within deadline.

Professional Resume

blueviolet San Francisco

visual design, est. 2001

Visual design services company. Diverse client roster ranges from sole proprietorships and small businesses to corporate. Concept to publication/launch across all media. Client service-oriented. Print/web/interactive/presentation and illustration services offered. Auxiliary skills offered include writing/editing and project management from start to finish.

Gensler San Francisco, CA

visual designer/studio manager

October 2003 - June 2006

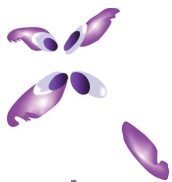
- Designed internal group branding elements and materials, client presentation materials, marketing and new business materials, process books and various other visual media for the 50 person Workplace group (Interior Design).
- Coordinated the visuals for a multi-office client pitch on a last-minute basis, which yielded the single biggest project in Gensler's history. (2.8M sf) Produced and coordinated graphic materials for the presentation, handled logistics and facilitated smooth execution of this successful win.
- Instrumental through client contact in helping to win a top advertising client. Created, produced and coordinated new business/marketing materials including broker presentation; responsible for selection of stock imagery and concept for materials, as well as writing and editing responsibilities.
- Designed and produced distinctive client process books, used to document the life of a project to completion, and other templates for client projects. Responsibilities included concept, production, stock imagery selection, photography, writing and editing. Attended client charettes and documented the visioning process for inclusion in process book documentation.
- Created marketing materials templates for the Marketing Group to customize to individual projects.
- Designed event invitations, vendor announcements and other internal and external event pieces in a variety of media.
- Designed, co-wrote and edited presentations for design principals to present at trade shows, schools and industry-wide events.
- Designed and produced graphic materials for the Workplace 2005 Retreat, the 2004 Senior Associates Retreat, Gensler U and Design Lounge.
- Member of the Communications Task Force, which involved gathering the latest sector research and information for new business pushes and maintaining an updated FTP database of collected materials for other task force members to utilize.
- Managed the daily goings-on of the Workplace studio, including administrative, studio budget oversight, training staff on graphics applications, scanning and other applications on both Mac and PC platforms; coordinated the annual review process for the group.
- Key Gensler SF art committee member : tasks included administrative oversight, budget management, curating individual shows, artist relations and exhibition coordination, including catering/hangers/logistics/marketing/insurance and legal.

Credit Suisse First Boston | San Francisco and Palo Alto, CA

technology division administrator

February 1995 - December 1997

- Facilitated the transition of the Technology banking division from a West Coast regional satellite to an autonomous branch and coordinated the start-up of the Technology division in Palo Alto. Responsibilities included staff training, hiring vendors and interviewing potential candidates for employment in the Palo Alto office. Coordinated the training of branch personnel after being trained at the Los Angeles branch on Windows NT and Visio.
- Research responsibilities included obtaining information from online sources, as well as commercial news research firms for company analysis, such as LexisNexus, FirstCall and Bloomberg. Provided corporate clients with research and assisted them with their account service needs.
- Served as executive assistant to the managing director and liaison between Palo Alto and Los Angeles management and analysts. Acted as international PR clearinghouse contact (internal) upon new office opening for other CSFB offices.



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Visual Designer

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Professional Resume (continued)

Experience prior to 1995:

Music Industry NYC

1986-1990

Polygram Records, MCA Records, Chrysalis Records, Ron Delsener Presents, artist management.

Advertising NYC

1984 - 1986

D'arcy, MacManus & Masius, Calet Hirsch & Spector

Education

certificate program, digital design and production

Multimedia Studies Program, SFSU, San Francisco, CA

graduated 2002

Courses included branding, project management and multimedia development, digital graphics and production

art conservation internship, textile division

M.H. deYoung Memorial Museum, San Francisco, CA

1995-1996

BFA fine art/painting

School of Visual Arts, New York, NY

graduated 1993

A.A.S. business management/music industry

Five Towns College, Seaford, NY

graduated 1984

former webteam member, San Francisco Women on the Web (SFWoW)

former AIGA member

costumier

Software Knowledge

Adobe CS5 :

Photoshop

Illustrator

InDesign

Flash

Dreamweaver

PowerPoint/Keynote

SketchUp

Acrobat

Microsoft Office suite

References provided upon request. Online references can be viewed at www.linkedin.com, under "Barbara Occhiogrosso."

