



contact

denise barba

2029 Bizzone Circle | Virginia Beach, VA 23464

phone: 757.343.4516

email: denisebarba@gmail.com

web: www.denisebarba.com

objective

To establish myself in a creative position that offers a continuous challenge and outlets to express my ingenuity. An opportunity to combine my aptitude for advertising concepts, my savvy of language and my talent for graphic design in an energetic and fast-paced environment. A place to contribute and learn more while still getting my hands dirty.

design software

Adobe Dreamweaver	Quark Xpress
Adobe Fireworks	HTML Knowledge
Adobe Flash	Microsoft Office
Adobe Illustrator	Flexi-sign
Adobe ImageReady	Creo Pre-Press
Adobe Indesign	Macintosh Operating System
Adobe PageMaker	
Adobe Photoshop	PC Operating System

education

BA in Graphic Design

BA in Journalism

University of North Florida

Jacksonville, Florida | 1997-2001

Senior Graphic Designer

SpinSix Strategic Marketing
2008-2011 | Chesapeake, VA

Print and web graphic designer for both small businesses and large scale clients including: Bento, FileMaker, Sage Software, LifeLock and ZoneAlarm. Focused on creating designs that emphasize and reflect web usability, rich user interfaces for data-base drive websites. Translated project objectives into unified, meaningful visuals. Familiarized with designing multiple media within strict brand standards while creating interesting and stimulating designs.

Notables: Managed major rebranding of Sage. Art directed multiple flash campaigns for SugarSync and ZoneAlarm Software.

Web Graphics Designer

Dominion Enterprises
2006-2008 | Norfolk, VA

Created and conceptualized numerous templated and custom websites for sale. Designed user interfaces for back-end client website tools. Developed new wire frame and template layouts, as well as production processes for website designs. Made recommendations to improve current and future product offerings based on user experiences. Educated other departments on the proper creation and use of graphic files.

Notables: Designed and implemented rebranding for Commercial Web Services

Graphic Designer III

CACI
2005-2006 | Norfolk, VA

Provided support for several marketing communications projects and initiatives for the Naval Personnel Development Command. Single contact for all graphic needs, ranging from print to web-based products for command. Maintained multiple website graphics.

Notables: Handled workload without supervision, as direct manager was called to active duty the same week I arrived.

Web Graphic Designer

Trader Electronic Media
2005 | Norfolk, VA

Created site designs that maintain good clear interfaces. Suggested and implemented creative solutions using compelling images that balance consumer interests and clients' return on investment. Design interesting pieces of interactive media that enticed users and pleased customers.

Notables: Maintained a workload that contained several overlapping deadlines, multiple feeds of information and independent reviews. Created an entire brand identity and website for RJHResorts.com.

Marketing Graphic Designer

Trader Publishing Company
2003-2005 | Virginia Beach, VA

Responsible for the creation and maintenance of the corporate identities for multiple divisions of Trader Electronic Media. Sole designer tasked with the creation of all marketing collateral for several divisions/websites within Trader Electronic Media. Development of advertising pieces including graphics and layouts for newsletters, e-mail campaigns, large-scale trade show graphics, press kit pieces and direct mail campaigns. Established processes for the production, layout and organization of *The Vacation Saver*. Communicated with outside vendors to achieve best solutions for producing materials in terms of costs, turn-around time and quality. Provided all press-ready artwork to vendors.

Notables: Managed magazine production from idea to development to mass printing. Tasked with conceptualizing and designing multiple logos to brand Trader websites. Organized an efficient time management method to handle multiple streams of concurrent deadlines. Created identity and website for RJHResorts.com.

Mechanical Artist

Dollar Tree Inc.
2001-2003 | Chesapeake, VA

Maintained, scheduled and produced large-scale vinyl graphics for all 2200+ Dollar Tree Stores. Handled overflow of pre-press operation for full-color direct-to-plate offset printing press. Assisted in creating and designing various signage for Dollar Tree Stores, Distribution Centers and internal marketing. Responsible for managing vinyl team in terms of quality control and workload

Notables: Established a trafficking system for monitoring receipt, construction and delivery of graphics. Ventured outside designated job duties and learned pre-press duties. Requested by Vice President of Marketing to contribute to packaging redesign initiative.

Graphic Artist

Beowulf Publications
2000-2001 | Jacksonville, FL

Assisted in the conceptual development, design and production of two publications. Successfully dealt with clients, such as YMCA, Jiffy Lube and City of Jacksonville, to create and design ads. Organized production of publications by outside vendor and planned promotional events. Researched, developed and wrote informational and feature articles for each publication.

Notables: Turned Internship into a full-time design position as a result of exceptional work and ethics.