

Barbara Alexander Shopiro

Westfield, NJ

908-246-0616 (mobile)

email: barbara@bshopiro.com

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Summary of Qualifications

Accomplished and versatile graphic designer / art director

- More than 15 years of practical experience in graphic design from concept through production
- Art direction, production, and project management experience
- Skilled in digital design, implementation, and maintenance
- Editing and writing ability

Technical Skills

Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, and more), QuarkXpress, and Microsoft Office.

Web skills include html coding, CSS, Javascript, and email design.

Editing and writing abilities include copyediting and proofreading.

Experience

Graphic Design / Art Direction / Project Management

- Art direction, design, and production for monthly medical journal and monthly tabloid-size publication for medical professionals, including scheduling and coordination with printer, publisher, and editorial staff for timely publication
- Concept, design, and production for brochures, advertisements, sell sheets, and catalogs
- Creation, design, and production of booth graphics, posters, and signage for trade shows
- Production of several monthly newsletters including design and editing
- Event posters, invitations, programs, tickets, and t-shirts from concept through production
- Logos and corporate identity packages

Digital

Design, and implementation of websites (technical skills include html, CSS, and Javascript)

Created digital editions and html pages for journals, articles, and newsletters

Digital ad design, creation, implementation; management using Google DoubleClick for Publishers

Email design for newsletters and promotions along with preparation and testing for deployment

Work with various content management systems to update, enhance, and maintain company websites

Marketing

Advertisements and brochures for both B-to-B and for direct-to-consumer

Coordination of design and content with marketing department and primary developers

Development of cohesive company-wide literature plans

Trade show display planning and production including booth graphics, literature, and promotional items

Editorial and Writing

Writing and production of ads and brochures

Copy editing of news publication for medical professionals

Editing of marketing materials including brochures and catalogs

Writing and editing of monthly newsletters from raw materials provided by client

Organization, editing, and design of training manuals

Production of website statistical analysis reports for clients

Writing and editing of articles for website content

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Work Chronology

Art Director/Production Manager (2003-present), Anderson Publishing, Scotch Plains, NJ

Publisher of *Applied Radiology* and *Applied Radiation Oncology* medical journals

Graphic Design/Marketing Consultant (2002-present), bshopiro design, Westfield, NJ

Freelance design business with clients across business spectrum and not-for-profit

Art and Production (2009-2011), U.S. Medicine, Lambertsville, NJ

Tabloid-size monthly publication for federal medicine practitioners

Graphic Designer/Web Developer/Marketing Assistant (2000-2003), Dranetz-BMI, Edison NJ

Electronic monitoring equipment manufacturer

Creative Rags Typesetting & Design, owner (1989-2000)

Graphic design business

Education

Degrees

Alfred University

BA, English

Adelphi University

MA, Theatre Arts

Continuing Education

The New School

Dreamweaver

The New School

Advanced Web Page Design

Seton Hall University

Marketing Strategies

Macroeconomics