

OBJECTIVE

To use my design, communications and project management skills to produce effective products, marketing, web, business, entertainment, training and technical materials that will enhance clients' visibility, productivity and profitability.

STRENGTHS

Exceptional digital illustration, computer, communications, graphics and conceptual skills; pull together multiple files to produce comprehensive packages and edit for consistent language; produce clearly written/edited and well-designed materials, which includes technical and business writing, manuals, web content and images, presentations, newsletters, illustrations, graphics, photos and publication layouts; creative under pressure; excellent project management skills: organized, focused and goal oriented; work well with people at all levels and in team environments; long experience with large and small corporations; strive to give more than expected; possess a positive attitude: there is always a good solution to challenges.

WORK EXPERIENCE

CTG (COMPUTER TASK GROUP), Buffalo, NY, Technical Writer (Supervisor: Steve Herrmann) July 2000-Present

Provide design services, presentations and technical documentation for projects at Corning Incorporated on an as-needed, contract basis.

- Design of forms, newsletters and spreadsheets for corporate-wide online distribution
- Design and layout of presentations, including illustration and animation
- Digital photography, scanning and image manipulation for publications
- Writing and editing of training manuals, SOPs, instructions and procedures, including linked contents and conversion to pdf
- Compilation of multiple files and data into cohesive documents for internal and external distribution
- Article writing and editing for newsletters and other internal publications, creation of web graphics and written content

TINA HOWE COMMUNICATIONS DESIGN, Corning, NY July 1995-Present

Owner of successful freelance operation providing writing and editing, page design and layout, web graphics and content, illustration, photography, web graphics, pdfs, and 4C press materials. Work with corporations, small businesses and not-for-profit organizations. Also provide on-site presentation design and documentation services.

- Design of professionally produced music CD packaging
- Illustrations for two book publishers: Capra Books, CA and A&C Black Pub. Ltd., London (four books)
- Photoshop cleanup, corrective illustration, film preparation and creation of prototypes for production of housewares products for World Kitchen (formerly Corning Consumer Products Company)
- Written business and technical communications, marketing materials, booklets, newsletters, presentations
- Historic preservation design projects, including signage design and façade effects for non-profit agency
- Several web graphics projects including people and products as subject matter
- Developed several online CafePress.com shops to sell products ranging from clothing to gifts and novelties
- Technical and marketing consulting for creative artists
- Work closely with print suppliers to prepare files for printing and insure quality products
- Provide one-on-one and classroom training in MS Word, PowerPoint, Photoshop and electronic presentation technique
- Help customers define project concepts, budgets and timings
- Photoshop photo retouch, collage, illustration, photo painting, restoration
- Photography: Product, event, portrait, landscape
- In addition to experience in *Desktop Publisher* below, have had opportunities to work more in-depth with a large variety of customers and service providers on very complex projects

THE PETRA GROUP, Corning, NY, Communications Designer (Supervisor: Michael Kimball) April-August 1998

Start-up of desktop publishing business; design and production of internal marketing materials (down-sized August 1998).

- Designed, edited and produced 12-page color booklet, 4-color brochure, several mailers, related photography
- Wrote/edited web content, provided graphics, web concept and design ideas; worked closely with web designer
- Researched and specified desktop publishing equipment and software, developed standards for operating a graphics design business

continued

CORNING INCORPORATED, Corning, NY (14 years)**Desktop Publisher**, Administrative Center Design & Graphic Services (Supervisor: Dawn Burlew) 1994-1995*Use of graphic design skills to help businesses and organizations throughout the company create successful communications (downsized in 1995).*

- Design, layout, creative and technical illustration, editing and production of brochures, manuals, posters, forms, presentations, charts, novelty items, newsletters, 3D pieces and signage
- Collaborated in a team environment to complete projects on time
- Consulted with customers to define scope of projects and maintained contact through delivery
- Co-chaired Corning Professional Women's Forum Communications Committee, which produced *Professionally Speaking* quarterly newsletter, yearly *Impact Report*, and other communications
- Conducted interviews, wrote and edited articles for *Professionally Speaking* on a regular basis
- Created graphics for Admin Center communications monitors

Project Coordinator, HR Consulting & Services/Employee Involvement/E&T, Human Resources Division

(Supervisor: Bonnie Harrison)

1989-1994

Managed communications, logistics for training programs, and large-scale change events, which helped several organizations across the company transition from traditional to team-based operations.

- Provided layout, design, writing, editing and production of communications, participant workbooks, marketing materials, tools, presentations, brochures, newsletters, procedures and memos
- Consulted with customers in preparation for strategic large-scale change events
- Writing and editing as a member of the HR Redesign Team Communications Committee
- Wrote and edited articles for *Professionally Speaking*
- HRC&S Communications Committee chair
- Acted as liaison with trainers and consultants to customize training materials
- Conducted work redesign training simulations (Box & Diskette Factories) and facilitated work groups

Various Administrative Corning Incorporated Positions

1980-1989

EDUCATION**BA Anthropology and Art**, Cum laude, State University of New York (SUNY) at Brockport*Post College Education*

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|---|-------------------------|--------------------------|
| • Benchmarking Process | • Business Writing | • Corning Total Quality |
| • Myers-Briggs Type Indicator Certification | • Interpersonal Skills | • IMPACT Process Mapping |
| • Writer's Digest School – Certificate in Fiction Writing | • Communication Skills | • HTML training |
| • Baldrige Assessment and participation | • Proofreading Skills | • Grammar Skills |
| • Conflict Resolution | • PC/Macintosh training | • Presentation Skills |
| • Theatre improvisation, elocution | • Marketing | • Publications Design |
| • Several studio art classes | • CC Breeze | • FrontPage |

AFFILIATIONS

Society of Children's Book Writers & Illustrators

COMPUTER SKILLS

Software: *Main software used:* Adobe Photoshop, Macromedia FreeHand, MS Office, MS FrontPage, Adobe PageMaker, Adobe Acrobat, Macromedia Fireworks; learn new software and systems as required

Computers: PC (Microsoft Windows) and Macintosh O.S.

Other: Scanner (graphics and OCR), digital camera, Internet, access to servers

Samples, portfolio and references available on request.

Updated 3/7/05