Nancy Wirsig McClure

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Designer for Web, Print, and Presentations

20+ years of design for a range of clients. • Specialist in charts, graphs and diagrams.
Effective communication with stakeholders; experience as a speaker and trainer.
Thousands of hours of experience in Photoshop & Illustrator. • Skilled at integrating corporate styles.

Portfolio: explanagraphics.com

Design & Production for Web and Print

Web Projects (since 1995): Designed (or redesigned) web sites for over 25 organizations.

Print Projects: Did layout for ads, brochures, catalogs, technical publications, posters, newsletters, mailers.

Exhibit Design: Designed trade show booth displays and display case exhibits.

Presentation Design

Created presentation "decks." • Designed original templates. • Created charts, graphs, and diagrams.

Advised presenters on approaches. • Edited content; recommended best ways to summarize & visualize.

Built multi-file shows; included builds, animated transitions, graphics (stock and original), animated images.

Illustration, Animation and Image Preparation

Use of Stock: Fast & creative selection and modification of stock images; compositing; creation of montages.

Illustration: Thousands of hours using Adobe Illustrator and Photoshop, creating graphics and art.

Animation: Created original Flash & GIF animations for presentations, banner ads, web pages, and theatre.

Photoshop Work: Retouched, color corrected and resized hundreds of photographs for web and print.

Logos & Icons: Designed logos for dozens of organizations and events. Created icons for web sites and apps.

Writing, Training, UX/UI

Designed user interfaces of web applications, collaborating with 6 different companies' developers.

Wrote and edited Help and user guides for inexperienced software users.

Taught college classes: wrote curriculum & delivered hands-on classes. • Did corporate training on Adobe.

Technology Expertise

Adobe Creative Suite (20+ years, deep fluency in all versions through Creative Cloud)

- Illustrator • Photoshop • InDesign • Dreamweaver • Acrobat • Flash (some) •

Platforms

- Macintosh (15+ years) • Windows • Linux (some) •

Office (10+ years)

- PowerPoint (expert) • Word • Excel • Visio (some) •

Web (10+ years)

- HTML5 & CSS3 • Adobe Dreamweaver • WordPress • Version control (git, SVN) •

HISTORY

2009 - now ■ ***Explanagraphics.***

- **Self-employment**: Project and contract based work (see previous page for some accomplishments).

2006 - 2009 ■ ***Instantiations, Inc.***, a 30-person software product company (Portland OR).
Designer, web guru (sole creative staffer).

- Designed & created all online, print and exhibits, including all-new web site & animated banner ads.
- Collaborated with presenters (C-level and individual contributors) to create PowerPoint decks.

2000 - 2010 ■ ***Portland State University*** (Portland OR); ***Clark College*** (Vancouver WA).
Adjunct Faculty (occasional, part-time).

- Wrote curricula, created presentations.
- Taught **hands-on classes** in Photoshop, InDesign, Illustrator, design topics.

2005 ■ ***NIKE.***
Adobe software trainer (contract). Created curriculum, handouts, presentations, delivered training.

2003 - 2004 ■ ***WebHostWorks.net***, a 5-person web agency.
Web designer (for e-commerce) for a dozen clients of the agency.

1990 - 2003 ■ ***hand2mouse***, self-employment.
Designer (web & print) with many clients. Started building web sites in 1995.

EDUCATION

Professional development courses in **interactive design, illustration, animation, digital marketing.**
Portland State, Pacific Northwest College of Art; Minneapolis College of Art & Design; U of Minnesota

B.S. **Computer Science**, University of Iowa

B.A. **Anthropology**, University of Arizona Phi Beta Kappa, National Merit Scholar

SPEAKING ENGAGEMENTS

Presented original material at professional association meetings, Ignite events, and national conferences.

Subjects included touch interfaces, e-learning, user assistance, technical communication, animation.

See explanagraphics.com/about-us/speaking

PROFESSIONAL COMMUNITY CONTRIBUTIONS (as a volunteer)

Created a Portland-area resource for new media professionals: nancywmcclure.com/pdxnex

Designed and produced collateral for CHIFOO (Computer Human Interaction Forum of Oregon).

Founded and managed a local Adobe User Group.

Served on marketing committee for the OTBC (Oregon Technology Business Center).

Served as board member for PNWCMUG (Pacific NW Color Management Users Group).

Judged technical art competition for STC chapter (Society for Technical Communication).