



BARBARA ■ WALSH ■ GRAPHIC ■ DESIGN

R É S U M É

Creative Professional with Extensive Experience in Developing and Delivering Graphic Design for Promotional Materials.

Award Winning Art Director and Graphic Designer Specializing Marketing Communications for Educational, Corporate, Consumer, Business-to-Business, Pharmaceutical, and Healthcare Industries.

ABILITIES:

- Develop professional design solutions for promotional and marketing materials which effectively communicate ideas.
- Expand concepts into presentation composites, through electronic layouts, and mechanical pre-press preparation, to final project completion.
- Skilled on the Macintosh for design, typography, layout, photo retouching, photo illustration and compositing, creation of chart graphics and spot illustrations; pre-press preparation and on press supervision of projects; web page design prototypes and HTML programming for web-site building. Software use includes: Quark Xpress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe InDesign, Microsoft Office Suite – Word, Powerpoint and Excel.
- Experienced in all phases of design for print media (1-color through 6-color) and electronic media including: magazines; newsletters; annual reports; brochures; promotional advertisements; logo and identity; direct mail; invitations; co-lateral promotional materials; slide presentation graphics; posters; cosmetic and electronics packaging; POP displays and banners; prototype design for web pages and multi-media interactive CD interface.
- Digital composite photo illustration; photo retouching; traditional free-hand style drawing ability and strong presentation techniques.
- Excellent time management and project management skills. Able to schedule, design, and produce multiple projects simultaneously.
- Ability to develop and work within deadlines and financial budgets; estimate and negotiate fees for printing, illustration and photography; traffic work-flow; schedule and supervise pre-press and on-site print production; communicate instructions clearly with vendors; maintain design standards and quality control through the management of technical phases of projects.
- Other experience includes full time management of creative service department including interfacing and communicating with clientele; project management, inventory control, hiring, training, and supervision of staff.

EXPERIENCE:

PROFESSIONAL DESIGN CONSULTING:

PRESENT:

Projects include all forms of promotional design – traditional and electronic for various collateral educational, sales support and marketing materials.

Partial Client List Includes;

- RUTGERS ROBERT WOOD JOHNSON MEDICAL SCHOOL
Office of Communications and Public Affairs
335 George Street, Liberty Plaza, Suite 2300, New Brunswick, NJ
- RUTGERS CANCER INSTITUTE OF NEW JERSEY
Office of Communications
120 Albany Street, Tower II, 5th Floor, Room 5515, New Brunswick, NJ
- BROOKDALE COMMUNITY COLLEGE
Office of Marketing and Advancement
765 Newman Springs Road, Lincroft, NJ
- NEW JERSEY INSTITUTE OF TECHNOLOGY (NJIT)
Office of Communications
University Heights, Newark, NJ
- ENVIRONMENTAL AND OCCUPATIONAL HEALTH SCIENCES INSTITUTE
170 Frelinghuysen Rd, Piscataway, NJ
- SOCIETY OF ENVIRONMENTAL JOURNALISTS
321 Old York Rd, Jenkintown, Pennsylvania
- BRANCH-SMITH PRINTING, 120 St. Louis, Fort Worth, Texas
- IOP COMMUNICATIONS, INC., 776 Jernee Road, Suite 123, Sayreville, NJ
- GLOBE LITHOGRAPHICS, 111 Lester Street, Wallington, NJ
- GOOD HOUSEKEEPING, 959 8th Avenue, NYC, NY
- FOOD SERVICE DIRECTOR MAGAZINE, 633 3rd Avenue, NYC, NY

STATE OF NJ CERTIFIED: SMALL BUSINESS ENTERPRISE ■ WOMAN & MINORITY BUSINESS ENTERPRISE

120 GOLDFINCH MEADOW ■ HACKETTSTOWN ■ NJ ■ 07840 ■ P: (908) 684.9771 ■ F: (908) 684.9775

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R É S U M É ■ P A G E 2

EXPERIENCE / PROFESSIONAL / FULL TIME:

2000 - 2001:

HARRISON WILSON ASSOCIATES
Healthcare Marketing & Communications Company
300 Interpace Parkway, Morris Corporate Center 1, Building B
Parsippany, NJ

Art Director for Customer Segment Marketing Team for
Pfizer Pharmaceuticals.

Responsible for design direction; creation of visual approach; establishing design standards and guidelines for educational marketing programs, website prototypes, and other pharmaceutical promotional advertising and communications materials.

1993 - 1999:

RUTGERS (FORMERLY UMDNJ) ROBERT WOOD JOHNSON MEDICAL SCHOOL
DEPARTMENT OF MEDIA RESOURCES
675 Hoes Lane, Piscataway, NJ

Coordinator of Publications Design ■ Art Director & Graphic Designer

Responsible for establishing design quality standards and stylistic direction for all publications and materials produced – print and digital. Primary influence over the media image for the Department and various departments within The University and Medical School. Other responsibilities: Establishing and maintaining client relationships; Customer service; Project management; Development and maintenance of schedules and budgets; Full-time management of creative services provided by department; Oversight of support staff, designers and mechanical artists.

1992 - 1993:

CODY (DESIGN STUDIO)
30 Galesi Drive, Wayne, NJ

Art Director and Project Manager

Develop design direction for various collateral marketing materials for pharmaceutical and consumer products. Manage the production of projects from concept through completion. Responsibilities: Interface with clients; design; layout; photo retouching; illustration; supervision and oversight of Jr. staff; mechanical and pre-press production; art direction of photo sessions; attend press runs to maintain quality control.

1990 - 1992:

PARADE MAGAZINE
750 3RD Avenue, NYC, NY

Senior Designer

Create design, typography and layouts for feature articles and covers; Photo retouching; Creation of charts and spot illustrations; Complete electronic assembly and mechanicals; Digital pre-press preparation of print film for each issue.

1987 - 1989:

NEW JERSEY MONTHLY MAGAZINE
55 Park Place, Morristown, NJ

Acting Art Director

Responsible for all aspects of editorial design and concept development for imagery for each issue, while meeting with all deadlines and budgets. Including: Coordination and management of art department support staff; Art direction of photo sessions; Negotiate fees and schedule services with freelance illustrators, photographers and models.

EDUCATION / 1982 - 1986:

THE SCHOOL OF VISUAL ARTS
209 East 23rd Street, New York City, NY

1986 ■ B.F.A. in Media Arts – Graphic Design, with Honors.

Recipient of a 4-year/full tuition scholarship from The School of Visual Arts; One of 24 awarded on the basis of academic achievement and creative potential.

Winner in student illustration competition for a School of Visual Arts Promotional Poster. Barbara Walsh's Illustration was chosen from 150 entrants, and appeared on the poster and was published in the companion book, *Problems and Solutions*, by Richard Wilde.

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R É S U M É ■ P A G E 3

AWARDS AND HONORS:

- **Winner of a Silver Award** in 2013 from the Art Director's Club of New Jersey's 50th Annual Awards Show for the New Jersey Institute of Technology's *NJIT Next 2012 Strategic Directions Campaign* Promotional Brochure.
- **Winner of a Gold Award** from 2010 the CardioVascular Advertising Awards for the UMDNJ-Robert Wood Johnson Medical School Cardiovascular Institute of New Jersey Dedication Promotional Brochure.
- **Awarded a Certificate of Excellence** from the Art Director's Club of New Jersey's 46th Annual Award Exhibition for: The UMDNJ-Robert Wood Johnson Medical School "Capabilities" Promotional and Recruitment Brochure.
- **Winner of a Gold Medal** for the 2006-2007 NJIT President's Annual Report; and a **Silver Medal** for the Spring 2007 Issue of *Robert Wood Johnson Medicine Magazine*; from the Art Director's Club of New Jersey's 45th Annual Award Exhibition.
- **Winner of 3 Bronze Medals** from the Art Director's Club of New Jersey's 44th Annual Award Exhibition for: The 2005 Annual Report for UMDNJ-Robert Wood Johnson Medical School titled, "The Spirit of Collaboration"; Promotional Poster and Post Card/Invitation Design and Typography for The Cancer Institute of New Jersey's National Cancer Survivor's Day Celebration, "Celebration of Food!... Celebration of Life!"; and the Summer 2006 issue of *Robert Wood Johnson Medicine Magazine*; and a **Certificate of Excellence** for The Cancer Institute of New Jersey's Hematological Malignancies Tumor Study Group Information Kit and Newsletter.
- **Awarded 4 Certificates of Excellence** from the Art Director's Club of New Jersey's 43rd Annual Award Exhibition for: The Cancer Institute of New Jersey's (CINJ) 2004 Annual Report – "Bringing Research to Life for All New Jerseyans" and the CINJ LITE Program Brochure and Patient Information Binder; and for *The Applicant's Odyssey Reprint* and "Partner's in Progress" Editorial Section, both of which originally appeared in the Winter 2004 issue *Robert Wood Johnson Medicine Magazine*.
- **Winner of a Bronze Medal** from the Art Director's Club of New Jersey's 43rd Annual Award Exhibition for the 2005 Summer/Fall issue of *Robert Wood Johnson Medicine Magazine*.
- **Winner of Certificates of Excellence** from the Art Director's Club of New Jersey's 42nd Annual Exhibition for *Robert Wood Johnson Medical School's 2003 Annual Report "Raising the Standard,"* and *The Cancer Institute of New Jersey's 2003 Annual Report "Leading the Way."*
- *Oncolyte*, the quarterly newsletter, designed by Barbara Walsh for The Cancer Institute of New Jersey was the **Recipient of the 2005 Pyramid Award from the Public Relations Society of America – New Jersey Chapter (PRSANJ).**
- The Art Direction, Content and General Excellence of *Robert Wood Johnson Medical School's 2003 Annual Report "Raising the Standard,"* Won a **Silver JASPER Award from the Jersey Shore Public Relations and Advertising Association.**
- **Awarded 2 Certificates of Excellence** from the Art Directors Club of New Jersey for *Robert Wood Johnson Medicine Magazine Spring/Summer 2003 and Fall/Winter 2003* at the 41st Annual Exhibition.
- **Winner of a Certificate of Excellence** from the Art Directors Club of New Jersey's 40th Annual Exhibition for the *2001 UMDNJ-Robert Wood Johnson Medical School Annual Report.*
- **Awarded 3 certificates of excellence** from the Art Directors of New Jersey for the *UMDNJ-Robert Wood Johnson Medical School 1999-2000 Annual Report*; and for *Robert Wood Johnson Medicine Magazine Fall/Winter 2000 and Spring/Summer 2000* Issues.
- **Recognized by CTI Paper USA for Excellence in Design** and Creative Use of Recycled Paper for the *Environmental and Occupational Health Sciences Institute (EOHSI) Millennium Conference Post Card.*
- **Winner of Bronze Medal and Certificate of Excellence** from the Art Director's Club of New Jersey for the Design of the '97-'98 *Environmental and Occupational Health Sciences Institute Annual Report.*

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R É S U M É ■ P A G E 4

AWARDS AND HONORS:

- **Received an Art Direction Excellence Award** from the 56th Annual Association of Graphic Communications/Graphic Arts Exhibition.
- **Awarded a Certificate of Excellence** from the Art Director's Club of New Jersey's 35th Annual Awards Exhibition for Robert Wood Johnson Medical School's *Alumni & Friends Magazine*.
- **Winner of 3 Excellence Award Certificates** from the Art Directors Club of New Jersey's 33rd Annual Exhibition for *UMDNJ-Robert Wood Johnson Medical School's Departments of Thoracic Surgery and Anesthesia Residency Brochures*; and the *Environmental and Occupational Health Sciences Institute Annual Report 1994-1995*.
- **Awarded Two 1st place Special Merit Awards for Excellence in Creative Direction and Graphic Execution** from the Association of Graphic Communications for the *UMDNJ-Robert Wood Johnson Medical School's University Medical Group Media Kit (Folder, Informational Brochure and Information Sheet)*; and the UMDNJ-Robert Wood Johnson Medical School *Thoracic Surgery Residency Brochure*.
- **Winner of the Gold Award for Outstanding Example of Graphic Excellence**, from The Association of Graphic Arts 53rd Annual Graphic Arts Exhibition for the *UMDNJ-Robert Wood Johnson Medical School Thoracic Surgery Residency Brochure*.
- *University Rounds*, a monthly newsletter designed by Barbara Walsh and Produced for the University of Medicine and Dentistry of New Jersey, **Received a Silver PeRCy Award**, in the External Newsletter Category, from the New Jersey Health Care Public Relations and Marketing Association.
- Barbara Walsh's work for *New Jersey Monthly* magazine was **recognized for Art Direction Excellence in Editorial Design** in the nationally published, *Print Regional Design Annual*.
- **Awarded 5 Certificates of Excellence** for Art Direction and Editorial Design from The Art Directors Club of New Jersey's Annual Exhibition for Ms. Walsh's design work appearing in *New Jersey Monthly* magazine.
- **Received Honorable Mention from The Society of Publications Designers, for Editorial Design** for a feature story design published in *New Jersey Monthly* magazine. The Winning Entry appeared in the 23rd Annual Showcase and the 1989 Printed Annual.
- *New Jersey Monthly Home and Garden, November 1988*, Art Direction by Barbara Walsh, was the **winner of Silver Ozzie Award** from *The Magazine of Design and Production*, for "Best Design of a Special Editorial Section."
- **Awarded 6 Certificates of Excellence** for Art Direction and Design from The Art Directors Club of New Jersey Annual Showcase for editorial design work appearing in *New Jersey Monthly* magazine.

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