

# AMY K. FIRMAN

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## TECHNICAL SKILLS

Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe PageMaker, Adobe ImageReady, Adobe Acrobat, Macromedia Fireworks, Macromedia Dreamweaver, Basecamp Design Project Management, basic HTML, Mac OS 10, Kintera CMS, Macromedia HomeSite, Windows XP, Microsoft Office 2000 (Word, Excel, PowerPoint, Outlook)

## EDUCATION

Bachelor of Science, Portland State University, Portland, OR, 1994.  
Major: Political Science, Minor: Women's Studies

## EXTENDED EDUCATION

"Introduction to Typography", California College of the Arts, San Francisco, 2007

## PROFESSIONAL EXPERIENCE

### Care2

Senior Graphic Designer for a "green" social network in Redwood City, California, November 2005 to present. Design lead for all Web, email and print projects from conceptualization through implementation.

- Designed interfaces ranging from large-scale Web sites and social networking services to smaller core tools and internal advertising promotions
- Created all print materials promoting Care2, Care2 services and Care2 partners, including posters, postcards, business cards, wallet cards, t-shirts, promotional giveaways and tradeshow booths
- Designed visually compelling petition campaign promotions for large progressive advocacy and political non-profit organizations, including Defenders of Wildlife, NARAL, Amnesty International, The Humane Society of the United States, UNICEF and The Sierra Club

### Freelance Graphic Designer

Web, HTML email, and print design, February 2004 to November 2005.  
Please see [www.amyfirman.com](http://www.amyfirman.com) to view an online portfolio of my work.

- Clients include: Breast Cancer Fund (BCF), Integrated Health Association (IHA), Physicians for a Violence-free Society (PVS), Breast Cancer Action (BCA), NARAL Pro-Choice America, Santa Cruz County Health Agency, Planned Parenthood Golden Gate (PPGG), Family Violence Prevention Fund (FVPPF), Community United Against Violence (CUAV), San Francisco Bicycle Coalition (SFBC), Earthjustice, Polly Klaas Foundation, Northern Arizona Alumni Association (NAUAA), KALW Public Radio and Lavender Youth Recreation and Information Center (LYRIC)

### **Physicians for a Violence-free Society (PVS)**

Communications Director for a public health advocacy organization in San Francisco, California, November 2001 to February 2004.

- Designed, developed, edited, and managed the organizational Web site, weekly HTML email campaigns, and all print collateral individually targeted to each donor, member, and advocate audience
- Maintained and enforced design style standards organization-wide
- Hired and managed all vendors, including third party ASP providers, communications consultants, and technical professionals

### **Headlight, Inc.**

Senior Graphic Designer, September 2000 to March 2001. Art direction for all Web, product, and email design projects for an online e-learning company.

- Redesigned look and feel of company Web site and the user interface of the company's Web-based product
- Designed and built HTML emails for sales lead generation
- Wrote and enforced company style guides for the online product, Web site and sales Collateral

### **eCash Technologies, Inc.**

Graphic Artist, January 2000 to August 2000. Designer for all internal and external Web projects, including corporate-focused Web site, consumer-focused Web site, client-demonstration Web sites, and company intranet.

- Designed Web layouts for all company Web sites
- Managed all corporate vendors, including advertising agencies, logo designers, and Flash developers
- Coordinated with Web developers, documentation, and marketing to present a consistent appearance for the company

### **Mentor Graphics**

Web Developer/Designer, March 1997 to December 1999. Served on a Web-development team of six responsible for design, content, navigation, architecture, and usability testing of external and internal Web sites comprising 75,000+ pages. See [www.mentor.com](http://www.mentor.com) for more information.

- Designed, built, and maintained six micro-sites on corporate Web site
- Wrote, implemented and enforced the company style guide
- Worked with Marketing Communications to monitor and maximize Web site traffic