

LOU ANNE BAKER

3512 Hickory St.
Omaha, NE 68105

EMPLOYMENT HISTORY

L A DESIGN CO. 08.05-present
AGENCY/CONSULTANT PRINCIPAL | DIRECTOR | DESIGNER | PRODUCER
Complete graphic design service and customer support to local and national accounts.

AMERICAN RED CROSS 11.06-present
3838 Dewey St.
Omaha, NE 68105
NIGHT/WEEKEND CALL CENTER LEAD North Central Division
Co-manage North Central Division Call Plan, calling lists for seven major blood donor centers in the greater Twin Cities region and numerous mobile operations. Monitoring daily blood needs and fulfillments. Appointing call lists to (up to) 15 telerecruiters and leading them with their contacts. Working with donor list database and directly reporting to supervisors while maintaining the Red Cross standards.

COMPUTER SYSTEMS, INC. 1.07-present
14510 F St., Ste. 102
Omaha, NE 68136
SOFTWARE TRAINER
Instruct corporate training courses with the following:
MAC LAB. Adobe CS2 and CS3 (InDesign, Illustrator, Photoshop, Dreamweaver) and Quark 6.0.
PC LAB. Microsoft Office 2003, 2007 (Word, Excel, Powerpoint, Access, Project, Outlook) Publisher 2003

THT DESIGNS 03.05-08.05
10917 Harry Watanabe Pkwy.
Omaha, NE 68128
GRAPHIC DESIGNER | SPECIALTY PROJECTS
Creative concepting, design and branding in specialty projects including trade show, POP/POS, trade magazine ads, invitations, specialty catalogs, and direct mail.

ORIENTAL TRADING CO. 09.02-11.04
5455 So. 84th St.
Omaha, NE 68127
CATALOG SENIOR CREATIVE DESIGNER
Creative and photography direction, cover design, concepting, branding, page design, image and product review. Brainstorming, participating in team meetings, contributing and mentoring team members.

CRITICOM INTERNATIONAL 01.00-06.02
1301 East 79th St.
Minneapolis, MN 55423
CORPORATE GRAPHIC DESIGNER | MARKETING COORDINATOR | WEBMASTER
Coordinating marketing materials from concept/design to completion including brochures, corporate identity, logos, website and web graphics, trade magazine ads, trade show booth graphics and slide presentations. Tracking industry publications for advertising, maintain computer and printer in graphics department, update software as needed, and make purchase recommendations.

<p>L A DESIGN CO. AGENCY/CONSULTANT PRINCIPAL DIRECTOR DESIGNER PRODUCER Complete graphic design service and customer support to local and national accounts.</p>	<p>1996-present</p>
<p>HDR ENGINEERING, INC. 8401 Indian Hills Drive Omaha, NE 68114-1049 NATIONAL MARKETING SERVICES SENIOR GRAPHIC DESIGNER International architectural/engineering firm. National marketing services department. Brochures, proposals, slide shows, presentation boards, newsletters, ads, announcements and special projects.</p>	<p>1993-1995</p>
<p>WEBSTER DESIGN ASSOCIATES 5060 Dodge Street Omaha, NE 68102 AGENCY/DESIGN ASSOCIATE Assist in design and production of award-winning, national and local client, and self-promotion projects.</p>	<p>1991-1993</p>
<p>CENTRAL STATES LIFE INSURANCE 96th & Western Omaha, NE 68104 INSURANCE GRAPHIC ARTIST TYPESETTER LAYOUT Typesetting, layout and paste-up producing brochures, newsletters, ads, forms and special projects.</p>	<p>1989-1991</p>
<p>AIRLITE PLASTICS CO. 918 No. 19th Street Omaha, NE 68108 PACKAGING GRAPHIC ARTIST Package design, traditional method. Typesetting, layout and design for plastic containers and lids.</p>	<p>1985-1989</p>
<p>DAILY NEBRASKAN University of Nebraska at Lincoln EDITORIAL ILLUSTRATOR TYPESETTER ART DIRECTOR SENIOR DIRECTOR Various tasking of the educational process of newspaper production at creative aspects.</p>	<p>1981-1984</p>
<p>BOB DEVANEY SPORTS CENTER University of Nebraska at Lincoln ADMINISTRATIVE GRAPHIC ARTIST ADMIN. ASSISTANT Student work study program offering creative and administrative responsibilities.</p>	<p>1979-1981</p>

EDUCATION

BFA | University of Nebraska at Lincoln 1984

OVERVIEW OF KNOWLEDGE AND EXPERIENCE

HARDWARE

Mac OS
PC Windows

SOFTWARE

Quark 6 and 7
Adobe CS2 and CS3
Photoshop
InDesign
Illustrator
Dreamweaver
Microsoft Office 2003, 2007
Outlook
Word
Excel
Powerpoint
Access
Project

DESIGN SKILLS

Typography
Image and Collage
Concept and Vision
Photo, Creative and Art Direction
Graphic Design from Concept to Completion
Branding and Identity
Web Graphics Support
Customer Service
Files Management

QUALITIES AND HIGHLIGHTS

Professionalism
Communication
Ability to lead and mentor
Responsible and dedicated
Outgoing positive attitude
Entrepreneurial, take charge, hands-on style
Strong work ethic

REFERENCES

Sandra Wendel WRITE ON, INC. 402.334.2547
Jennifer Moody LYNN ROBERTS INTERNATIONAL 402.935.7309
Fern Carness CARNESSE HEALTH MANAGEMENT 503.807.5465