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**INFORMATION DESIGNER:**  
**creation of explanatory graphics and layouts for print, web and presentations**

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**SKILLS: CREATIVE AND TECHNICAL**

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**Information Design**

- Development and creation of infographics: analysis, visualization and rendering.
- Focus on viewer understanding & engagement.

**Presentations and Animation**

- Design of original web animations.
- Planning and creation of slides for speakers.
- Design and production of exhibit graphics.

**Writing, Editing and Training**

- Writing and editing of informative content.
- Classroom teaching and tutoring on software.

**Print Design, Graphics and Production**

- Layout of ads, brochures, publications and more.
- Photo retouching & collage; logo & icon design.
- Production of files for PDF pre-press workflow.

**Web Design and Production**

- User experience design for web applications.
- Information architecture & wireframes; page creation; file & content management; QA.

**Online Marketing**

- Email campaigns; social media planning.
- Landing page and forms creation.

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**EMPLOYMENT HISTORY**

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2009–now ■ **Self-employment.** Information design for clients (see [www.nancywmclure.com](http://www.nancywmclure.com)).

2006–2009 **Instantiations, Inc.**, a 30-person software product company.  
■ **Creative Director** (sole in-house creative staffer on a three-person Marketing team). Designed and produced new web pages, presentations, all print collateral, exhibit graphics, ads, and emails; created all illustrations and program logos; did all web updates, created templates. Collaborated on user experience for a dashboard application.

2000–2007 ■ **Adobe Trainer/Instructor** (contract) at **Nike, PSU, and Clark College** (Vancouver). At Nike (2005): rewrote training materials and consulted on training needs; researched questions and trained staff in use of Adobe Illustrator, InDesign and Photoshop.

2003–2004 **WebHostWorks.net**, a 5-person web site development company with small business clients.  
■ **Web and User Experience Designer** and print designer for the firm's own marketing. For the firm's clients (including wineries, fine art photographers, and law firms), designed e-commerce web sites; created all graphics & animation using Photoshop and Flash; edited content. Collaborated with developers on user experience of e-commerce.

1990–2003 **hand2mouse** (see [www.hand2mouse.com](http://www.hand2mouse.com)).  
■ **Self-employment** with many clients for illustration, web design, print design, animation, and graphics production. Clients included textbook publishers, small agencies, sole proprietors and more.

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**EDUCATION**

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Professional development classes in **illustration, graphic design, social media marketing, animation, and interactive design.**

Pacific Northwest College of Art;  
Minneapolis College of Art & Design; University of Minnesota; Portland State University

B.S. **Computer Science** (GPA 3.9)

University of Iowa

B.A. **Anthropology, focus on museum exhibit design** (GPA 3.9)

University of Arizona

National Merit Scholar, Phi Beta Kappa