

# MARIE BOURNE

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Design Portfolio

## QUALIFICATIONS

**Creative Manager** with proven team leadership skills and ability to balance design and technical specifications on diverse marketing and communications projects. Coordinates planning of marketing projects between design, sales, and product development teams to deliver under tight deadlines. Champions technologies that improve processes and outcomes.

- + Art Direction
- + Team Leadership & Training
- + Web Design
- + Workflow Management
- + Product Advertising
- + Product Information Architecture
- + Project Scheduling
- + Web Content Management
- + Photography & Illustration

## PROFESSIONAL EXPERIENCE

HARKEN, INC., Pewaukee, WI

2000-Present

*International manufacturer of performance sailing hardware.*

### **Creative Manager**

Creative manager and lead designer of a team of 5, overseeing design of monthly magazine advertising, trade show display graphics, brochures, catalogs, and web design. Lead process from initial concepts to print-ready files in 6 languages for international distribution. Manage workflow between copywriters, art, and production. Work with copywriters to ensure consistent brand message and technical accuracy. Create web pages and graphics for multiple websites, banner ads, and email marketing. Photograph products, edit images, and organize photo library.

- Led team creative sessions, critiques and facilitated daily workflow as teacher/mentor in design and technology.
- Co-managed development of new website including implementing content management and product database connection in 5 languages.
- Art directed website redesign project, combining 13 separate international websites into 1 consistently branded multilingual website.
- Organized and implemented Product Information Management database for over 5000 products.
- Improved process for production of annual 260-page catalog printed in 6 languages by instituting system of upfront design changes, and continuous edits, and product information database integration.
- Saved \$10K per year in outside photography fees and enabled photography of fast turn-around custom products by developing in-house studio for product photography.
- Built brand consistency by developing brand guidelines and providing art direction and training for staff and freelance designers/photographers.
- Satisfied budgets by working with internal clients to determine project requirements and compare price quotes.

SAILING MAGAZINE, Port Washington, WI

1997-2000

### **Graphic Designer**

Designed and produced editorial layouts, selected photography and illustrations, and created logos for special theme issues and editorial departments. Illustrated feature articles with custom maps and drawings. Managed magazine production and ensured press-ready quality of customer ad submissions.

- Assumed creative direction of entire magazine.
- Streamlined production process by developing new font management system for ads.

## EDUCATION

CARDINAL STRITCH UNIVERSITY, Milwaukee, WI, **BFA in Fine Arts, emphasis in Graphic Design**

### **Professional Development:**

- Coding Bootcamp, UW Extension, Milwaukee, WI
- Web Design Certificate, Milwaukee School of Engineering, Milwaukee, WI
- Photographic Lighting; Flash Web Animation, Waukesha Area Technical College, Pewaukee, WI

## TECHNICAL SKILLS

Adobe Photoshop, Illustrator, InDesign | HTML5 | CSS3 | Magento CMS | Visual Studio Code | Digital photography | Digital and hand illustration | Macintosh OSX and Windows platforms