

Skills

- Design and art direct a variety of printed pieces, including, but not limited to: brochures, flyers, posters, banners, ads, t-shirts, exhibit signage and stationery.
- Conversant in many software programs, including Photoshop, QuarkXPress, Illustrator, Dreamweaver, Macromedia Flash, Freehand, PageMaker, Microsoft Word and Microsoft Access. Have used both Mac and PC platforms.
- Knowledge of HTML coding and the creation of websites as well as their upkeep and updating. Use HTML code to produce stand-alone CDs, design web page graphics and make net ready as gifs, jpegs, etc. Have also worked with Flash animations for websites and CDs.
- Work closely with vendors, from color separators to printers, to produce the best possible quality.
- Work with a variety of clients, with a variety of input, from corporate presidents to museum personnel, to produce desired results.
- Supervise photo shoots.
- Illustration abilities in a variety of media, such as scratchboard, wood, collage, mixed media, paint and oil pastel.
- Writing and editing.
- Strong working knowledge of a variety of tools, such as table saw, router, drill press and band saw.

Experience

Desktop Publisher/Designer

ImagePlus Printing

July 2003—Present

Prepare digital files for print, checking all graphics, fonts, etc for quality control standards on press. Output digital match print proofs for client review. Output and check film for printing. Also produce original graphic designed pieces for customers when needed. Have designed logos and a wide variety of printed pieces, including most of the design work for the Charles Allis Art Museum and Villa Terrace Decorative Arts Museum.

Freelance Designer

Holley Bakich Design

Sept. 1998—Present

Using my 19 years of experience in graphic design, produce work for a variety of clients from my home. Have designed brochures, posters, postcards, websites, logos, illustrations, PowerPoint presentations, television commercial storyboards and many other projects. Can work on tight deadlines.

Graphics/Webmistress

Lore Corporation

May 1999- Sept. 2002

Designed, created and produced a catalog on CD-ROM of companies providing goods and services to the maquiladora industry. Also designed, created and produced two editions of the catalog as a 100+ page book/magazine before going digital. Produced graphic design work for a variety of projects. Maintained www.focusmexico.com and www.msgcd.com for the company. Worked with the ad agency, Advertising Ink, which is housed within the Lore Corporation offices to produce a variety of pieces.

Art Director

Kansas City Museum

Aug. 1993—July 1998

Created a cohesive overall Museum design for name recognition through my work in the marketing department. Produced promotional pieces, as well as exhibit signage and banners. Also provided brainstorming and origination of thematic ideas for printed pieces and exhibits. Wrote some press releases and attended press events. Worked on the installation of exhibits and painting of logo signage and murals. Worked with vendors to produce high quality work within budget constraints. Produced artwork and layout design for the Museum's web site.

Graphic Designer

Russell Stover Candies

Feb. 1992—Aug. 1993

Designed packaging for a variety of boxed chocolates and candy bars. Produced nutritional labels. Pitched design ideas to the corporate president. Worked in a variety of printing processes including gravure, lithographic, flexographic and screenprinting.

Holley Bakich

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Websites

The following is a list of websites I have designed and/or maintained:

www.holleybak.com

www.msgcd.com (this is also essentially what is on the CD directory I created for Lore Corporation)

Freelance & Commission Clients

Milwaukee Film; Atomic Testing Museum—Las Vegas, Nevada; YMCA of Greater Milwaukee; Kim Draeger-Bacik; ASI Food Safety Consultants; El Paso Museum of Art; Ysleta School District; Congregation B'nai Zion; Mindy Marcus, Barnes and Noble Booksellers; Susan G. Komen Race for the Cure

References

Available upon request

Education

Bachelor of Fine Arts

University of Missouri—Columbia 3.95 grade average, Summa Cum Laude

Computer training courses in QuarkXPress, Photoshop, Freehand, Illustrator, Pagemaker and internet design

Organizations

American Society of Interior Designers, student member; Wisconsin Visual Artists, membership committee; Emerging Green Builders

Interests

Have taught aerobics and yoga, produce sculptures mainly using woodworking tools and beadwork (I have shown locally and nationally), astronomy (my husband is an astronomer).