

## BETH ATKINSON

www.bethatkinson.com  
418 Elmside Blvd. ♦ Madison, WI 53704  
608.244.6512  
bkatkins@charter.net

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### Professional Summary

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Web Designer with strong background in UI design, information architecture, graphic design and interactive media seeking to contribute creative and organizational skills.

Have specific expertise in the following:

- Dreamweaver, HTML, DHTML sites
- Flash Animation and Web sites
- 3D Modeling and Animation
- Gif Animation
- Interactive Game Design
- Identity and collateral materials
- Illustration and Labeling
- Digital Photography
- Photo Altering and Color Correcting
- Macintosh and PC Platforms

### Computer Skills

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- Dreamweaver
- Fireworks
- Flash/ActionScript
- Photoshop
- ImageReady
- Acrobat
- HTML/DHTML
- JavaScript
- CGI Script
- CSS
- QuarkXpress
- Illustrator
- CorelDraw
- Microsoft Office
- Mac Platform
- Windows Platform
- Lightwave
- SoftImage

### Professional Experience

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**Larkin Publications**, Needham, MA

**1/02 - present**

#### **Webmaster**

Web design and development of company Web sites including Musical Merchandise Review Magazine, School Band and Orchestra Magazine, Club Executive Magazine, and the Secret Santa Foundation. Graphic design for direct mailing materials and magazine layouts.

- ♦ Web content management and organization.
- ♦ Design, development and maintenance of Web sites on a day-to-day basis.  
www.mmrmagazine.com, www.sbomagazine.com, www.cemagazine.com,  
www.secretsantafoundation.org.
- ♦ Web site optimization for search engine submission.
- ♦ Web site promotion.
- ♦ Monitoring and analysis of Web traffic.
- ♦ Animated Ad banner design and optimization
- ♦ Management, and tracking of ad banners.
- ♦ Implementation and maintenance of online classifieds program, online ordering forms, and CGI scripts.
- ♦ Optimization of images for Web site publication.
- ♦ Retouched, and color corrected photographs and slides for print and Web use.
- ♦ Concept, design, and production of print materials including posters, fliers, magazine layouts and direct mailing pieces.
- ♦ Creation and optimization of PDFs from QuarkXpress and Microsoft word documents for use on the Web.
- ♦ Copy writing and editing.

**Consultant**, Somerville, MA and Madison, WI

**8/98 - present**

**Freelance Designer**

Web Design, Graphic Design, and Illustration for clients including Wendy Cooper Gallery, Artzine Magazine, Lactoprot USA, Gift Food Components Inc., Yellow Jersey Ltd., and Evermore Entertainment Inc., Badger-Utility, Wiz Kids, and the Acro-brats.

- ◆ Design, implementation, management and maintenance of Web sites. www.badger-utility.com, www.theacrobrats.com, www.writerspage.org
- ◆ Illustration and logo design.
- ◆ Technical illustration.
- ◆ Concept, design, and production of materials including flyers, postcards, and magazine and newspaper ads for print production.
- ◆ Scanning, retouching, and color correcting of photographs and slides for print and web use.

**Evermore Entertainment**, Madison, WI

**6/00 - 7/01**

**Multimedia/Web Designer**

Concept, design, and production of Web sites, identity and collateral materials, graphical user interfaces, and illustration projects. Clients including Alottafun Inc., Verona Fire Department, Source America, Dragonball Z, and EA.com.

- ◆ Design and implementation of company and client web sites. www.evermore88.com, www.source-america.com.
- ◆ Design of graphical user interfaces for online games including EA.com's Chronology Sports. www.ea.com
- ◆ Print and Internet ad campaigns including creation of identity materials.
- ◆ Creation and development of animation, instructional movies, interactive games, and user interfaces in Flash and Director.
- ◆ Production of architectural 3D environments for online interactive children's games including fabrication of 2D texture maps.
- ◆ Development and adaptation of artwork for use in limited palette and/or low-resolution environments.

**University of Wisconsin**, Madison, WI

**Teaching Assistant, Drawing** (instructor of record)

**9/99 - 8/00**

**Teaching Assistant, 2D Design** (instructor of record)

**9/98 - 8/99**

Responsible for all aspects of course including curriculum development, syllabi, lecture, demonstrations, grading and grade assignment.

**Tandem Press**, Madison, WI

**Assistant to the Master Printer**

**9/97 - 8/98**

Assisted in operating large-scale print shop.

**Education**

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<b>MFA</b>	University of Wisconsin, Madison - GPA 4.0	<b>2000</b>
<b>MA</b>	University of Wisconsin, Madison - GPA 4.0	<b>1999</b>
<b>BFA</b>	University of Georgia, Athens - GPA 4.0	<b>1997</b>

**References**

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References are available upon request.