



BARBARA HODGE
GRAPHIC DESIGNER

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Barbara Hodge, Graphic Designer is a one-woman design firm, working in design and print production for over 30 years. My experience is particularly focused on publishing. I design and produce magazines, newsletters, books (covers and interiors), advertising, and other graphic design jobs for clients throughout the world.

OBJECTIVE To pursue career growth in the graphic arts field using my extensive design and production background to its fullest capacity.

EXPERIENCE **Self-employed Freelance Graphic Designer, Interlochen, MI, (8/97–Present).** Design and production for a wide variety of clients in both northern Michigan and throughout the world. My experience is largely focused on publishing design and production.

Jenkins Group, Inc., Traverse City, MI, (11/95-8/97). Book and magazine publisher. Art director for two bi-monthly magazines. Solely responsible for all design and production of both magazines. Highly proficient in the use of all Macintosh graphics software. Also responsible for book cover and text design and production, as well as brochures and any other promotional materials.

Integrated Marketing Resources, Grand Rapids, MI, (2/95-11/95). In-house design/production firm for Integra Printing Company. Continued to produce BDO Seidman materials, after all BDO in-house design and printing was transferred to Integra Printing (see below).

BDO Seidman, Grand Rapids, MI, (7/91-2/95). National Service Center in-house design, print and distribution center. Designed and produced a wide variety of informational, promotional and presentation materials for BDO Seidman, an international accounting firm. Responsibilities included creating newsletters, brochures, slides, logos, illustrations, report covers, booklets, annual reports and more materials addressing the various issues of a large accounting and consulting firm. Also responsible for transforming the in-house design and print shop from typesetting to a Macintosh environment.

VanderWall, Inc., Grand Rapids, MI, (8/90-7/91). Advertising design firm. Designed and produced high-end, quality graphic pieces, using the Macintosh desktop publishing system to prepare 1-to 4-color pieces for print.

Electronic Publishing Center, Grand Rapids, MI, (4/89-8/90). Graphic design firm and service bureau. Applied designing talents to all phases of graphic design and preparation. Also helped serve customers by providing designs, linotronic output, and hardware and software information.

Potentials Unlimited, Inc., Grand Rapids, MI, (9/86-3/89). Manufacturers and international distributors of self-help audio and video products. Responsible for design, advertising, and media needs, from conception to completion. Duties include art directing, designing, copywriting, and illustrating packages, magazines, catalogs, advertising, and promotional materials. Also responsible for overseeing printing, public relations, and working with outside vendors to effectively produce projects within budgeted allowances.

Gemini Publications, Grand Rapids, MI, (10/85-9/86). Publishers of the *Grand Rapids Magazine* and *Grand Rapids Business Journal*. Responsible for advertising and publication design and layouts. Also responsible for keylining, typesetting, illustration, and copywriting.

Cadillac Evening News, Cadillac, MI, (5/79-9/85). Daily newspaper publishers. Experienced in both the art and advertising departments. Worked before and during college years typesetting, keylining, and illustrating newspaper advertising. Was rehired upon graduation as an advertising representative, recommending advertising campaigns to area retail merchants, and designing and selling advertising.

EDUCATION Bachelor of Science Degree in ADVERTISING, August, 1984.
Associate Degree in COMMERCIAL ART, May, 1982.
Both degrees from Ferris State College, Big Rapids, MI 49307

INTERESTS I enjoy reading, art, music, tennis, travel, camping, hiking and skiing.