



Mary Beth Rice

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Qualifications Summary

Self-motivated, reliable graphic artist with strong work ethic and ability to achieve client objectives and deadlines. Skilled in production and layout design, illustration and computer graphic solutions that meet or exceed client expectations.

- Five years full-time advertising agency experience
- Fourteen years freelance experience including completion of over 900 detail-oriented projects for fast-paced, production-driven environment of Fisher-Price, Inc.
- Interpersonal skills showcased by collaborating with Fisher-Price design team and support staff
- Multi-tasking skills demonstrated by completion of multiple projects for several clients simultaneously
- Efficiently manage a home-based office as an independent contractor
- Software skills: Adobe InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat, Quark XPress, Freehand, Microsoft Word and PowerPoint

Experience Summary

Buffalo News 5/09 - Present

- Production Artist, Ad Operations Department: produce classified and retail ads, edit and proofreading for daily newspaper

Freelance Projects 2/07 - Present

- Columbus McKinnon: produce Employee Training Manual and product sheets
- Tops Supermarket Stores: create a series of digital images for interior wall panels and banners that portray historical sites, for the South Buffalo, Lockport and Lancaster stores
- Supermarket Management, Inc.: create label designs for gourmet food product line, design logo for company
- Mercy Hospital: design newsletter, posters and T-shirts
- Spiegel Glass Company: develop and manage web site (<http://www.spiegelglass.com>)
- KKPR Communications: design logo, develop and manage web site (<http://www.kkpr.net>)
- Heritage Education Centers: create PowerPoint presentations
- Develop and launch home-based business (*RiceWorks*) offering unique, gift-giving ideas for clients including photo books, digital art and pen & ink illustrations: develop web site (www.photobookgiftsinbuffalo.com) to promote product line

Fisher-Price, Inc. 1/93 - 1/07 (Independent Contractor)

- Layout design of assembly instruction sheets and multi-lingual manuals containing up to 164 pages, for a wide variety of infant products and childrens' toys, including Power Wheels vehicles
- Create illustrations for instruction sheets by collaborating with writers and engineers to visually translate ideas
- Produce computer-generated mechanicals for instruction sheets and manuals by utilizing text, illustrations, label decorations and photography
- Prepare and transfer PDF files for press output in the U.S., China and Mexico
- Responsible for transferring final project files for archiving via server and maintaining back-up data for future retrieval

Gelia Wells & Mohr Advertising 8/88 - 9/92

- Design comprehensive layouts, type specification, paste-ups for sales promotion materials, print and trade ads, catalogs, displays, packaging and brochures

Almon Associates 1/86 - 4/87

- Layout, type specification and mechanical production for newspaper and magazine ads, posters, menus, brochures, logos, and billboards

American Red Cross 10/81 - 2/85

- Graphic Artist, Public Relations Department: Oversee entire project from concept, design, layout, paste-up and material selection for brochures, invitations, posters, T-shirts, and displays
- Tour guide for groups and visitors to the Red Cross Blood Center and Clement Mansion
- PHOTOGRAPHY: Responsible for monthly newsletter and public relation displays. Assist in production of technical, promotional and educational slide-show presentations

Supermarket Management, Inc. 1979 - 1981

- Office support and bookkeeping

Children's Hospital 6/77 - 8/77 (Volunteer)

- Organize and filing of photographs for Biomedical Photography Department

Representative Freelance Clients 5/87 - Present

Huffy Bike Corporation • Catholic Diocese of Buffalo • Columbus McKinnon • Kistler Instruments Corporation • Millard Fillmore Hospital
Kuji Sport • Electro-Dyn • Singer Advertising • Elizabeth Buscaglia, RA • Pollack Printing • Mother's Restaurant • Mercy Hospital

Education

1982 - Buffalo State College (with one semester in Siena, Italy); B.S. Design

1978 - State University of New York at Buffalo

Computer Training and Workshops: Adobe InDesign, Illustrator, Photoshop, Dreamweaver, HTML, CSS and Quark XPress