

PAMELA HARDY

Visual Communication Design

Portfolio website: www.pamiam.net
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EXPERIENCE

Microsoft Advertising and Online Services: Field Communications | Seattle, WA
Designer, Trade Marketing Manager | October 2011–January 2012

Worked as part of the creative team to design sales communication used in the field to build clientele for the Microsoft Advertising division. Also managed marketing assets for MSN Entertainment Media. Worked side-by-side with product managers to solidify strategic marketing moves for their products.

Dashwire (now HTC) | Seattle, WA
Interactive Designer | March 2011–September 2011

Worked as lead designer for Dashwire's client AT&T creating the look and feel for AT&T Ready2Go. An AT&T web based settings configuration for your mobile phone. Worked along side AT&T branding to build the Ready2Go user experience, visual identity, mobile application, and interactive copywriting.

E*TRADE Financial | New York, NY
Visual Designer | July 2009–November 2010

Worked as part of the creative team to design marketing collateral for print, interactive, mobile, exhibition, and web. Had part in the redesign for ETRADE.com featuring a more customer focused navigation. Applied same concept in the redesign for the E*TRADE app for both mobile and tablet devices.

Hillman & Partners | New York, NY
Designer | November 2008–February 2009

Designed print, web, and packaging materials for boutique advertising agency with clients ranging from National Geographic to Natura Brazil. Took part in all aspects of the design process from concept to completion.

Freelance | New York, NY, Seattle, WA
Independent Contractor | June 2007–September 2008

Operated as an independent contractor for print, web, UX/UI, and interactive design. Clients included but not limited to:

Microsoft	ARTASIA	SubSplash	Onethread
UX/UI	Brand + Identity	Interactive	Print

EDUCATION

BFA Visual Communication Design | University of Washington, Seattle, WA
Minor in Journalism
Graduated June 2007

Rome Design Seminar | Rome, Italy
Summer 2006
Five-week seminar involving classes in design and art history related to Italy.

TECHNICAL

Proficient in Adobe Creative Suite:
Illustrator, Photoshop, Acrobat,
Dreamweaver, InDesign, Fireworks

Proficient in Microsoft Office:
Excel, Word, PowerPoint

Familiar with Adobe Flash

Familiar with QuarkXpress

Familiar with Microsoft Expressions:
Blend, Design

Familiar with
Windows + Mac Platforms

Basic knowledge of:
HTML
CSS
jQuery

INTERESTS

International Travel: Italy, England,
France, Germany, South Korea,
Japan

Dog Training (Behaviorial)

Creative Writing

Trapeze

*References available upon request