

01 September 2009

RÉSUMÉ

Offering: Graphic Design & Production • Writing & Editorial Services

Seeking: Freelance, contract, temporary, hourly, per-project assignments

Qualifications:

- 22+ years of print production experience for diverse clientele
- Strong organizational and communication skills
- Meticulous attention to detail to produce accurate files
- Commitment to quality and on-time delivery
- Ability to multi-task and work independently
- Versatility to focus on and adapt to specific facets of projects
- Passionate about effective design, typography and clean copy
- Technological experience to manage and troubleshoot electronic publishing logistics (file formats, fonts, budgets)

Skills:

- Macintosh software including InDesign, Quark Xpress, Illustrator, Photoshop, Acrobat, FileMaker
- Design, layout, typography, creating templates and style sheets, writing, editing, proofreading, production management, preparation of files for print (or any combination of these abilities depending on clients' needs)

Expertise: Print production: software manuals and documentation, corporate publications, magazines, newsletters, brochures, books, catalogs, annual reports, logos, corporate identity, product packaging

Key Accomplishments: Produce EA SPORTS software manuals (for 17 years); write and design user guides for Riverdeep–The Learning Company children's educational software (for 12 years); freelance writer (for 13 years)

Contact: Corinne Mah
cm@corinnemah.com (e-mail)
415.992.5535 (voicemail)
250.589.8836 (Victoria)

Greetings:

For more than 22 years I have operated my own business, offering publishing services to a wide range of clients in the marketing and communication fields. My graphic design and editorial skills are extensive, and I am able to work creatively under tight deadlines. Depending on your requirements, I will manage your entire project or work on specific facets of a job.

Graphic design and production: As a graphic designer and production artist, I have worked with dozens of business over the years including Electronic Arts, for whom I produced software manuals for EA SPORTS software games (Madden Football, NBA Live, NCAA, FIFA Soccer) as well as many entertainment titles and direct marketing pieces (posters, postcards and sales sheets).

I have written, edited, designed and produced online user manuals, product packaging and marketing materials for Riverdeep, Mattel Interactive and The Learning Company. Some of these brands include: Sesame Street, Powerpuff Girls, Arthur, Reader Rabbit and Fisher-Price.

As a print production specialist, I have created many consumer catalogs, brochures, sales sheets, annual reports and four-color magazines such as MacWorld, SunWorld, MacWeek, Intel View, Oracle Alliance Journal, BioWorld and others.

Editorial: I have experience writing in various styles including corporate, technical, educational and marketing. I have written and/or edited many software manuals, magazines, articles and corporate publications; produced freelance journalism; written copy for advertising and promotional projects; and I offer proofreading services as well.

My writing and editing skills—in combination with an eye for typography and graphic harmony—are valuable assets I contribute to all my projects.

In the cultural arena—travel, music and dance—I have written numerous articles for both print and online publications. I served as managing editor, designer and contributing writer for *The Tip!* as well as *Reggae Review Magazine*, and I contributed to the online publication JahWorks.org.

You can contact me at 415.992.5535 (voicemail), in Victoria at 250.589.8836, or e-mail cm@corinnemah.com. References provided upon request.

I look forward to hearing from you to discuss opportunities with your company.

Sincerely,



PARTIAL CLIENT LIST

Electronic Arts

Chris Held, Designer / 650.628.7758, Greg Roensch, Managing Editor / 650.628.7129

1993–2007: Design and production of software manuals for the entire EA SPORTS games (Madden, NHL, NFL, Tiger Woods, NCAA Football & Basketball, FIFA Soccer, World Cup, NASCAR) on multiple platforms (Xbox and 360, Sony PlayStation 1, 2 and 3, Nintendo, PC-CD, SEGA). Produce manuals for the educational, adventure and fantasy lines.

California Nurses Association

Charles Idelson, Project Manager / 510.273.2200

2003–9: Project coordination, design services for 4-color, 36-page book commemorating CNA's 100th anniversary. Design and production services for informational brochures, posters, flyers and marketing materials. In-house design/production services for trade show materials.

FSiCreative, Inc., Dominica

Kenny Green, Agency Director / 767.448.7903

2005–8: Editorial coordinator for small agency in the Caribbean. Production management, editorial and print coordination for all client projects including *The Tip!* weekly magazine, Dominica Electric Services annual reports (2007–2008), Orange/Digicel/Cable & Wireless cellular companies' marketing materials, Sol Gas oil company launch and sales sheets.

ATR Graphic Design, Victoria, BC

Flash Lewis, Art Director / 250.813.0677

2008: Copywriting services for corporate design presentation.

Salesforce.com

Jason McGuire, Production Manager / 415.901.7000

2006: Assist with collateral for DreamForce 06 San Francisco trade show, producing indoor and outdoor signage, schedules, maps, brochures, forms.

Riverdeep, Inc. / The Learning Company / Creative Wonders / Mattel Interactive, Inc. Craig Bocks, Project Manager / 415.763.4700

2001–4: Editorial and layout services for “Destination Success” line of 6 software packages, “Mavis Beacon Teaches Typing v. 16”

2000–2: Write, design and layout manuals for software games such as “Scooby Doo,” “Hamtaro,” three “Arthur” manuals, teachers’ guide for “Liberty’s Kids,” two “Zoombinis” games, “Reader Rabbit: Learn to Read,” “Powerpuff Girls,” “The ClueFinders,” “Sesame Street: Toddler,” and “Rescue Heroes: Molten Menace.”

2001–2: Create Brand Bibles for “Carmen Sandiego” and “Katy Cadet & the Star Flyers.”

1999–2000: Produce sales sheets for Kid Pix software and Reader Rabbit brand promotions.

1998–99: Production and project coordination of “Sesame Street” packaging. Implement packaging re-designs for Princeton Review software.

1997: Design and production of “Education Products Brochure” and “3D Atlas CD” manual.

1995: Package layouts for “School House Rock!”, produce software manuals for “Peter Pan,” “Jungle Book” and “Around the World in 80 Days.”

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Burg Design

Christopher Burg, Art Director / 415.332.9318

1990–2001: Production and layouts services on numerous projects including UCSF Center for Health Care website; Oilposts website; marketing brochures for Personik Corporation; templates and production for 4-color magazines—*Oracle Alliance Journal*, *Intel View*, *SunWorld Magazine* and *BioWorld Magazine*; California Pacific Medical Center’s monthly “Nursing Focus.”

Reggae Review Magazine and JahWorks.org Online Publication

Laura Gardner, Editor / 510.601.6569

2000–2003: www.jahworks.org—Contributing photojournalist to Caribbean music website.

1998–2000: Reggae Review Magazine—Managing editor/designer. Design, editorial, production management of 24-page monthly entertainment magazine. Create marketing materials, posters, contributing writer and photographer.

Electronic Arts Creative Services

Jennie Maruyama, Production Manager / 650.628.7498

1988–2000: Design and production of 4-color marketing postcards, in-pack promotions and product packaging for new products; design of “Top 10 CD” packaging and 4-color posters for software games; layout of EA Software Catalog, “Studio/1” 200-page software manual.

CRS Advertising, A Department of Charles Schwab

Madelene Lees, Art Director and Darin Rock, Production Director / 415.403.5428

1994–97: Production of various marketing materials including Schwab AdvisorSource brochure, Asia Pacific Services bilingual brochure, Schwab Employee Stock Option brochure, San Francisco School Volunteers newsletter, brochure and folder for Mayer & Schweitzer brokerage service.

Autodesk Inc.

Debra Steinholtz, Manager, Design Services / 415.491.8763

1992–94: Design and production of promotional collateral for 8 trade shows—banners, signage, schedules, forms. Design AutoCAD brochures, sales sheets, business forms, certificates, CD labels, ARG documentation, InPrint ’92 publication, AutoCAD product release brochures.

MORE CLIENTS

- **The Chronicle Newspaper, Dominica**—associate editor for Caribbean weekly newspaper, supervising team of four reporters (2004-05)
- **San Francisco Music Box Company**—production services for mail order catalogs (1989-94)
- **American Park Network**—layout entire series of annual 100-page booklets for the National Parks (1989-92)
- **California Pacific Medical Center**—production of newsletters and posters (1992-94)
- **MacWEEK Magazine**—produce newsletters, tabloid magazine, special publications (1988-91)
- **MacWorld Magazine**—produce promotional materials (1994-97)
- **MET Press Publishing**—design/layout 200-page textbook, *The Muscle Energy Manual* (1995)
- **Spiegelman & Associates**—freelance production on projects for Chevron, Yoga Journal, Levi Strauss, LSI Logic, HealthWeek Magazine, ASiC Technology & News (1987-95)