



Marla Laubisch

Design, Documentation, and Content Specialist

www.marlalaubisch.com | info@marlalaubisch.com

Summary

Graphic design, web design, technical writing, illustration, proposal production and support, editing, document design, and pre-press. Expert in both print and digital design and production.

Website content management

Create and edit textual and graphic information using HTML, CSS, PHP, Javascript, XOOPS interface, and RadEditor for ASP.NET AJAX.

Technical environment

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Dreamweaver, and Acrobat. Apple and Windows operating systems.

Portfolio available at:

www.marlalaubisch.com

EMPLOYMENT HISTORY

Design and Publication Consultant

2003 to Present

I provide graphic design, technical writing, content management, and user experience services to clients including: CCIS Intelligent Solutions; Clancy Environmental Consultants, Inc.; Compass Rose Technology; Elodie Farms; Insight Accounting Services; Marina Pottery Studio; NOAA's Stellwagen Bank National Marine Sanctuary; Nomaco, Inc.; Perot Systems Government Services; PharmaDirections; Stony Knoll Vineyards; UnitedHealthcare.

User Experience Consultant

UnitedHealthcare Medicare & Retirement Retail Program 2009 to 2011

- Provided content management and design services for the program's web portal, serving more than 30,000 users. Redesigned graphic interface to enhance usability.
- Created and implemented graphic standards for visual consistency. Ensured adherence to applicable journalistic standards including the *Chicago Manual of Style* and the *AP Stylebook*.
- Wrote, formatted, edited, and published user manuals for agents, managers, and help desk reps.
- Established and wrote SOPs for reporting, assignment, communication, and program management processes.
- Performed testing and validation of new and revised portal processes.
- Designed, wrote, edited, and published weekly and monthly newsletters for program participants.
- Created brochures and other marketing material in support of the program, including illustrations and photography.
- Provided issue resolution services as a Subject Matter Expert for escalated help requests.

Graphic Designer

NC Department of Cultural Resources
Museum of History, Raleigh

August 2008 to May 2011

- Designed and produced 2D and 3D interpretive displays and related materials including signage, posters, brochures, and advertisements for NC Museum of History exhibits and special events. Worked with multi-disciplinary teams of curators, registrars, conservators, photographers, and media specialists.

Webmistress, Publication and Design Consultant

College of Veterinary Medicine, NC State University

2005 to 2010

- Content management and design, including writing and updating news stories, researcher profiles, and graphic elements for FSRRN website using a variety of graphic tools, HTML, Javascript, and the XOOPS interface. Created and modified user accounts; resolved user issues.
- Designed, wrote, edited, and published Food Safety Research and Response Network (FSRRN) newsletter. Gathered relevant information from multiple authors and sources to produce an electronically-available document for researchers and educators.



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Education

Art Institute of Colorado, A.A. in Advertising Design

Certificate in General Management, American Management Association, Durham Technical Community College

Professional Memberships

American Association of Museums

International Webmasters Association

The American Communication Association

Workshops and Seminars

American Association of Museums:

Universal Design: Beyond ADA Requirements

Project Management Basics

The Digital Museum: Planning for Technology

The Digital Museum: Technology and Museum Visitor Experiences

Institute of Museum and Library Services: *Disaster Preparedness*

Workshops Taught

Enrichment Programs for Department of Cultural Resources: *Drawing from the Right Side of the Brain; Blind Contour Figure Drawing; Perspective Drawing; The Importance of Value*

Volunteer Activities

North Carolina Museum of Art, Information Desk, November 2005 to 2010.

Project Gutenberg, Distributed Proofreader, October 2006 to Present.

Visual Arts judge for Junior Woman's Club of Raleigh Student Arts Festival, 2010 and 2012

Exhibit judge for NC History Day, 2010 and 2011

Publications Department Manager

Perot Systems Government Services, RTP, NC August 1993 to 2003

- Managed publications department and provided project management for the design and production of internal and client websites, and for technical, scientific, and policy reports and manuals, using a wide variety of applications as required by contract.
- Primary publication designer for the Environmental Protection Agency's 2003 Draft Report on the Environment (RoE). Supervised design team of graphic designers, technical writers, and layout specialists; communicated with and presented information to a multi-disciplinary team, including high-level federal officials.
- Supported proposal writing processes in response to federal, state, and commercial Requests for Proposals (RFPs). Worked with multiple authors throughout the proposal process to ensure consistency and compliance with requirements.
- Wrote, formatted, and edited user documentation for web-based systems, including: National Environmental Laboratory Accreditation Conference (NELAC), Environmental Information Management System (EIMS), State of North Carolina Youth Employment Certificate Application, EPA OARM StoreStock System.

Graphics Department Manager

Computer Sciences Corporation, RTP, NC February 1991 to March 1993

- Supervised the graphics department for the EPA Center division of CSC. Responsible for hiring and training, and managing performance and deliverable quality for publications contracts.
- Developed, implemented, and maintained graphic standards, creating a unified visual identification for the division. Interfaced with senior management to provide services division-wide.
- Planned and scheduled all graphics department projects. Communicated with clients, vendors, project leaders, writers, and outside printing services.
- Supported documentation development including designing, writing, and editing corporate and client materials.



Please contact me via email for phone number and mailing address.

References and writing samples available upon request.
Portfolio available at www.marlalaubisch.com