

## Summary

A seasoned professional with a storehouse of creative skills and approaches can be a steadying influence when deadlines loom and the team's confidence is waning. My graphic design experience ranges from logo design to multicolor print jobs to social media ads. As a writer and editor, my content has included court news, election analysis, navigational copy, computer trade publications, telecommunications marketing, proposals, software manuals, small businesses, and musical groups.

### Writing & Editing

Business communications  
Proposal writing  
Technical documents  
News  
Marketing collateral  
Advertising copy  
Copy editing & Proofing  
Style manuals  
Newsletters

- Develop persuasive text for proposals, earning a letter of recommendation for adapting to company style to ensure consistency with other writers.
- Write and edit software documentation for users, administrators, and programmers.
- Report on courts and government news.
- Conceive, write, and design newspaper sections.
- Plan, edit, and design technical magazines.
- Create sales collateral for complex telecommunications product offerings.

### Graphic Design

Logos  
Print processes  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Advertising  
Spot colors, RGB or CMYK  
Promotional products

- Manage and design artwork for a print shop, as the only designer in a shop that previously had three.
- Manage art department workflow, reducing turnaround times from two weeks to one day.
- Produce photos for print and online communications.
- Create and develop artwork, menus, signage, advertising, and logos for restaurants.
- Manage and develop all creative, production, and social media for several musical groups and a teaching studio.

### Presentation Technologies

HTML, CSS, & XML  
InDesign & Quark  
Dreamweaver  
Confluence Wiki format  
WordPress

- Conceive, create, and web sites for newspaper, corporations, small businesses, and musical groups.
- Create and manage social media presence and ads for businesses and musical groups.
- Orchestrate Digital and multiple printed delivery methods.

### Additional Skills

Mentoring & Team cohesion  
Social media  
Retail print sales  
Microsoft Word & Excel  
Voiceover & Singing

- Voice commercials for radio, television, and online presentation; record and edit audio and video.
- Answer phones and greet walk-in customers; sell merchandise and graphic design services.
- Lead teams of people scoring standardized educational-assessment responses.

**Education****Bachelor of Fine Arts**

*The University  
of Iowa*

Freshman Engineering  
1 year of Art & Design  
*Purdue  
University*

**Vertical Markets**

Education  
Standardized testing  
Promotional products  
Retail printing  
Telecommunications  
Restaurants  
Journalism  
Technical journalism  
Software  
Music  
Radio advertising  
Television advertising

**Portfolios**

Freelance promotion:  
<http://www.jbauer.com>

Google Drive portfolio:  
<https://drive.google.com/drive/folders/1bs4vYMA40YHtCoG2BjLgN19FD0Rv9S>

**Professional History*****Freelance Writer & Graphic Artist***

2000-present (concurrent with other employment)

- Provide agency-quality creative services
- Consult on brand strategy
- Design logos
- Write, design, and produce printed materials, web, audio, and video
- Provide voiceover audio

***Scoring Supervisor, Scorer***

Pearson, Iowa City, 2017-present

- Monitor and assist scorers in understanding and interpreting assessment-scoring criteria
- Score PTE, NAEP, MCAS, CMAS, and PARCC items in language arts, mathematics, and science

***Graphic Artist***

Graphic Printing & Designs (now part of Bankers Advertising), Iowa City, 2014-2017

- Handled design load that previously required three artists.

***Proposal Writer***

Pearson, Iowa City, 2011-2014

- Wrote about software benefits
- Edited user manuals
- Rewrote library of proposal boilerplate text
- Wrote style manual
- Earned a letter of recommendation

***Graphic Artist***

Bankers Advertising, Iowa City, 2002-2009

- Oversaw art production and prepress for dozens of processes
- Improved turnaround time from two weeks to one day.

***Communications Manager***

McLeodUSA, Cedar Rapids, 1995-2000

- Learned brand skills while creating advertising, marketing, and internal communications
- Designed billing forms
- Planned, wrote, and designed: ads, web content, collateral

***Interactive Media Editor, Copy Editor***

The Gazette, Cedar Rapids, 1994-1995

- Originated website for regional daily newspaper
- Adapted news and sports content for online media
- Rewrote and edited news and feature story content

***Lead Editor, Technical Writer***

Century Design, Austin, 1991-1994

- Managed editing of hardcopy and hypertext software manuals.
- Trained editors and writers
- Wrote hardcopy and interactive software manuals for all user levels

***Editor & Writer***

Publications and Communications Inc., Austin, 1989-1991

- Oversaw content of Unisys World, a trade journal
- Researched and wrote articles
- Produced graphics

***Reporter & Desk Editor***

The Monitor, McAllen, Texas, 1986-1989

- Wrote news about courts and county government.
- Managed newspaper sections