

JOE BAUER

Joseph P. Bauer

319-621-5304

jbauer@jbauer.com

Writer • Editor • Graphic Artist

Portfolio website: <http://www.jbauer.com>

PROFESSIONAL HISTORY

Freelance *Iowa City, Iowa* 2000-present (concurrent with other employment)

WRITER & GRAPHIC ARTIST

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

Pearson *Iowa City, Iowa* 2017-present

SCORING SUPERVISOR, SCORER

- Monitor and assist scorers in understanding and interpreting assessment-scoring criteria
- Score NAEP, MCAS, CMAS, and PARCC items in language arts, mathematics, and science, grades 5-11

ACT *Iowa City, Iowa* 2017-2018

SCORER

- Scored the ACT Writing Test for college admissions
- Trained every day to maintain accuracy within ACT standards
- Worked with ACT staff at ACT's facility, in a temporary vendor role through Kelly Services

Graphic Printing & Designs *Iowa City, Iowa* 2014-2017

GRAPHIC ARTIST

- Created artwork for screenprinting, offset, and digital print devices
- Designed and edited customer newsletters
- Used a variety of methods, primarily in Adobe Creative Suite, to make print-ready art from customer sources
- Managed artwork computing environment
- Edited and proofed newsletters and other documents

Pearson *Iowa City, Iowa* 2011-2014

PROPOSAL WRITER

- Wrote about the benefits of Pearson educational assessment software
- Edited user manuals
- Rewrote library of proposal boilerplate text describing software products
- Wrote style manual
- Earned a letter of recommendation for writing to Pearson standards

GRAPHIC ARTIST

- Created and updated forms for educational assessments
- Used Illustrator, Photoshop, InDesign, Excel, and Quark

Bankers Advertising *Iowa City, Iowa* 2002-2009

GRAPHIC ARTIST

- Improved turnaround times from an average of two weeks to one day
- Managed art department workflow
- Created vector and raster artwork for print processes and web
- Learned Adobe Creative Suite

McLeodUSA *Cedar Rapids, Iowa* 1995-2000

COMMUNICATIONS MANAGER

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

The Gazette *Cedar Rapids, Iowa* 1994-1995

INTERACTIVE MEDIA EDITOR

- Originated website for regional daily newspaper
- Created and coded first three months of web content
- Adapted news and sports content for online media
- Wrote computer code to automate news posts

COPY EDITOR

- Rewrote and edited news and feature story content
- Designed and proofed pages
- Wrote headlines and captions in a daily-newspaper deadline environment

Century Design *Austin, Texas* 1991-1994

LEAD EDITOR

- Managed editing of hardcopy and hypertext software manuals for IBM AIX Version 4 operating system
- Updated copy styles to address emerging issues in the product and industry
- Trained editors and writers

TECHNICAL WRITER

- Wrote hardcopy and interactive software manuals for IBM AIX Version 3
- Worked with IBM software developers to write for all user levels
- Wrote hypertext SGML manuals

Publications and Communications Inc. *Austin, Texas* 1989-1991

EDITOR

- Oversaw content of Unisys World, an independent, vendor-specific trade journal
- Coordinated articles with an international writing team
- Redesigned publication
- Promoted product at trade shows and conventions
- Wrote manual of copy style

WRITER

- Researched and wrote articles for computer trade journals including The Sun Observer and HP Chronicle
- Produced graphics and photography for publication

The Monitor *McAllen, Texas* 1986-1989

ASSISTANT NEWS EDITOR

- Planned and laid out news and feature sections for daily newspaper
- Rewrote copy, wrote headlines
- Chose graphics and photos
- Created graphics
- Shot photographs
- Proofread sections

REPORTER

- Wrote county and court news
- Shot photographs
- Created graphics
- Planned and wrote packaged news features
- Conducted judicial-performance surveys for publication

EDUCATION

Bachelor of Fine Arts, The University of Iowa

One year of Engineering and one year of Art & Design, Purdue University