



michael a. swartzbeck

illustration and design

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Design

- As Senior Designer/Art Director for UAQA, LLP of Takoma Park, Maryland, responsible for Web design and print collateral for the Maryland Education Department's "school improvement" program, the Wisconsin Education Department's "Successful Schools Guide", the nonprofit Center for Science in the Public Interest, and others.
- As Senior Designer for EPI Communications of Rockville, Maryland, redesigned Web sites for clients such as Planning Systems Corporation of McLean, VA, as well as that for EPI itself.
- As Senior Designer/Tech Coordinator at Aspen Systems Corporation of Rockville, Maryland, attended seminars/trade shows related to current and future design technology and recommended hardware/software for the design department, while also designing a wide variety of client newsletters, advertising and collateral and designing the first Web sites for these clients as well as the first official Web site for Aspen Systems itself.
- Designed the second edition of the Web site for Verbum, Inc. of San Francisco, California, a publisher of computer arts and graphics magazines, books, and materials for electronic media professionals.

Illustration

- Designed and illustrated *The Word on the Street*, a newsletter for tenants and tenant association organizers, published by the Manna Community Development Corporation of Washington, DC
- Designed and illustrated *Building by Building*, a public-housing tenants' organizing handbook published by the Manna Community Development Corporation of Washington, DC
- Produced cover art and illustrations for *The Progressive* magazine of Madison, Wisconsin.
- Between 1992 and 1994, created cover art for several issues of the *Journal* of the National Association of Desktop Publishers of Boston, Massachusetts, a trade magazine for electronic design professionals.
- Between 1987 and 1992, contributed frontispiece and article illustrations on a regular basis for *VERBUM* Magazine of San Francisco, California, a digital arts and design journal.
- Between 1986 and 1989, contributed illustrations on a regular basis for *The MACazine* of Austin, Texas, a general-interest magazine for Macintosh users.

Technical Expertise

- In several positions, established or enhanced in-house computer graphics shops, selected hardware and software and trained staff in their use, and provided technical support.
- Wrote and illustrated articles for computer graphics publications, including “Working in Layers”, a chapter on photomontage in Verbum’s *Book of Scanned Imagery*; a tutorial on the use of “autotrace” utilities to convert scanned underdrawings into finished PostScript art, for the *Journal* of the National Association of Desktop Publishers; paint/photo-editing software reviews for *The MACazine*; and an extensive tutorial in draw programs and PostScript in the context of a design “make-over” for *Step-By-Step Design*.
- Proficient in a wide variety of design and illustration programs including Photoshop, PageMaker/InDesign, QuarkXPress, FreeHand, and Adobe Creative Suite on both MacOSX and Windows platforms.

Employment History

- **3/1998-present–Senior Designer/Art Director**, UAQA LLP, Takoma Park, MD.
- **9/1997-3/1998–Senior Designer**, EPI Communications, Rockville, MD.
- **12/1990-5/1997–Senior Designer/Tech Coordinator**, Aspen Systems Corporation, Rockville, MD.
- **4/1980-12/1990–In several positions as a Junior Illustrator, Designer, and Senior Designer**, assumed roles of increasing challenge and responsibility in the areas of design and digital technical assistance and coordination.

Education

- **Radford College, Virginia**, Bachelor of Fine Arts Program, 1977-79.
 - **Northern Virginia Community College**, Associate in Applied Sciences Program, Commercial Art/Illustration, 1975-77.
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