



Joanna Mooberry

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Summary

Extensive design experience developing and directing complex marketing pieces from creative to completion. Well-versed in a variety of design disciplines and office applications: advanced color correction techniques, art direction, package design, copy writing/editing, as well as integration of branding components into office applications. Currently pursuing an MBA at UW-Madison, I will be adding strategic management to my skills.

Education

University of Wisconsin-Madison

Masters of Business Administration-Strategic Management, 5/12 (anticipated)

University of Wisconsin-Madison

Bachelor of Science-Art, Graphic Design concentration, 12/01

DZine club member (2000 & 2001)

Experience

Roche NimbleGen, Inc. 1/08–current

Manufacturer of high-density microarrays to study genetics and molecular biology interactions in DNA. The parent company, F. Hoffman-La Roche Ltd. is a global leader in research-focused health care in the fields of pharmaceuticals and diagnostics.

Marketing Specialist, 7/09–current; Graphic Designer, 1/08–7/09

- Design branding for company and product marketing campaigns.
- Project manage and edit marketing collateral, labels and advertisements.
- Track and coordinate budgeting needs for departmental activities.
- Educate and train employees on corporate communications and branding messages.
- Transition all marketing materials from the NimbleGen Systems brand to the Roche corporate brand.
- Art direct photoshoots, retouch digital photographs, and manage local image library.

The Swiss Colony, Inc., 3/06–12/07

A family owned business since 1926, it has been a leading catalog retailer of fine cheese, meats and chocolates. The company has also been successful in promoting furniture, clothing and cookware catalogs since the 1990's.

Package Designer, 8/06-12/07; Creative Project Coordinator, 3/06-8/06

- Design Swiss Colony Occasions catalog layout and supplemental printed sales materials.
- Art direct lifestyle photoshoot for Swiss Colony Occasions seasonal catalog campaigns.
- Design graphics for Swiss Colony Occasions, and RaceTeamGear websites.
- Design all packaging for Swiss Colony, Green County Foods and Swiss Colony Occasions food brands.
- Coordinate with Quality Assurance to follow FDA regulations for nutritional and ingredient information.
- Off site set management: book talent, schedule shot lists, and assist in art direction.
- Train and manage interns for summer intern program.
- Assist Creative Director with various design and PR-related activities.

Experience, cont.

Great Big Pictures, Inc., 4/01–2/06

Nationally recognized large format digital and photographic printer, major clients include: Ann Taylor, Borders Books, Disney Stores, Guess Jeans, Harley-Davidson, Kohls, Louis Vuitton, The North Face, Sony, and Virgin Records; among many others.

Assistant Production Manager, 9/05-2/06; Digital Imaging Technician, 4/01-8/05

- Streamline workflow of major client production to reduce paper waste and unnecessary reprinting.
- Develop training program for new hires and inter-departmental staffing.
- Assist with managing departmental production work & scheduling jobs for completion.
- Color correction and digital retouching using advanced Photoshop adjustment tools.
- Design, photograph, & illustrate instruction guides for training guides and production processes.
- Department coordinator for major client production jobs.

Volunteer

Community Justice, Inc., 09/09–current

A law firm that represents low-income families and individuals, and charges fees on a sliding-scale relative to family size and income. I provide graphic design services on demand to help promote the organization.

Monona Terrace Community & Convention Center, 02/99–12/00

Designed by internationally renowned architect, Frank Lloyd Wright, this convention center provides a central-madison meeting place available for large and small scale exhibits. I served as a tour docent to public and private tour groups providing background on the center's rich community and architectural design history.

Professional Associations

National Association of Photoshop Users (NAPP)

Business and Professional Women (BPW)-Madison Chapter