

## **Mary LaFrance**

**www.marylafrance.com**

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- Specializing in digital illustration, web design, typography, branding, advertising campaign development.
- Well versed in both print and web applications (Adobe Creative Suite, WordPress, Microsoft Office - Mac and PC).
- Additional skills: video editing, 3-D animation, research/report writing, public speaking, and photography.
- HTML5, CSS3, JavaScript, Flash ActionScript, familiarity with JQuery, PHP and MySql

### **Kelly Services at Ford Motor Company: November 2013-August 2014**

Desktop publishing, presentation graphics, and info-graphics for Ford's HR Training program, "Salaried Supervisor Institute."  
Redesigning all course materials for the program, compiling a 500+ page textbook - written and formatted in Microsoft Word. Powerpoint presentations are being developed for each section along with use of stock photos and creation of info-graphics. Excel is used for tracking workflow and program enrollment, and file asset management using Sharepoint. The training document will be distributed locally and internationally. Additionally, responsible for writing and implementing design standards for this document.

### **Freelance Graphic Designer: November 2012-October 2013**

Client: City Talk Magazine

Lead Graphic Designer - worked with the editor to create fall edition of City Talk Magazine. Responsible for both website creation and print media: logo design/branding, publication design, banners and posters. Websites: www.mydetroitlove.com e-commerce website, www.citytalkmagazine.com and www.styleinthecitymag.com WordPress blog/e-magazine sites, www.detroitstronginitiative.org non-profit website. Websites include social media portals: Twitter, Facebook, Youtube and blog moderation.

Client: Brand Perch

Working with creative director on logo development, photo illustration for online catalog - home fashion industry product line. Production of advertising collateral and web banner design. Skype used for teleconferencing and DropBox asset management.

Client: Symmetry Communications

Project involved creating e-magazine covers for subscribers. Designs were created in Photoshop, then linked to WordPress blogs.

Client: Transworld Telematics. Worked with VP Product Development to design an interactive prototype was created in Adobe Flash. Digital images were created for use in technical document, sales and marketing material, presentations and investor packages. Final artwork was provided for both print and digital media.

### **Corporate Production Artist Experience: 1984 – 2001: Southeast Michigan Council of Governments, Ernst & Young LLP, Cleveland Health Museum, Alpha Graphics, Lorrain Electric, Comerica Bank, Manufacturers Bank**

### **Graphic Design Internships while attending night school: August 2009-March 2012**

Client: Travelers Aid Society. In accordance with client's creative brief and corporate standards requirements, developed a web banner and marketing materials for the fund-raising event, Detroit Windsor Fireworks Dinner Cruise. Wire frames, storyboards and design layouts and assets were provided to client.

Client: BMO Creative. Assisted the creative director in developing advertising collateral materials, branding and in-store visuals for a retail client. Created wire frames, digital vector artwork, image manipulation and photography.

Client: Hockeytown Authentics. Worked as creative team member with client to develop a comprehensive advertising and in-store branding campaign for their 2011-2012 season. Client monitored the project, provided corporate standards manual and creative brief. Campaign scope included TV, radio, print, social media, website and events marketing. Logo creation, print advertisements, and retail displays.

### **Southeast Michigan Council of Governments: Graphic Artist 1998-2001**

Direct marketing, branding, illustration, image manipulation and kiosk displays. Branding and character development for RideShare and Ozone Action Day PSAs. Internal clients included Data Center, Metropolitan Affairs Coalition, International Heritage River, Friends of the Rouge, and Regional Transportation Planning. Created conceptual renderings for proposed Speedlink Transit System, which appeared in the Detroit News and Detroit Free Press. <http://www.mac-web.org/Accomplishments/Speedlink.htm>

**Education:** Art Institute of Michigan, BFA Graphic Design (Graduated Alpha Beta Kappa) Minor in Web Design/Multi-Media

**Other Non-Graphics Experience:****Lakeplain Prairie USDA Organic Farm****Owner, 2001-2008**

As owner, wrote the business plan, maintained the farm operation, created marketing materials, developed the website and newsletter, and organized membership campaigns with the aid of local press (News Herald). Researched and implemented organic methods. Distributed product to grocers, health food stores and farmers markets. Managed a staff of six employees and completed reporting requirements, payroll and forecasting of inventory and materials.

Organized and hosted numerous fund-raising banquets at the farm: "Outstanding in the Field," featuring chefs from The Henry Ford. This required coordination of local sponsors such as Zingerman's Roadhouse, Sandhill Crain Winery, and Bells Brewery, benefiting the Ecology Center of Ann Arbor and Slow Food International. Lectured at environmental advocacy events, wrote op-ed articles in local press.

**Boards and Commissions:**

Brownstown Township Environmental Review Commissioner, 2008

Board of Directors, Ecology Center of Ann Arbor, 2005

Conservation Committee Chair, Sierra Club Southeast Michigan Group, 2001-2003

**Awards**

Alpha Beta Kappa National Honor Society

Women of Distinction Environmental Award - Soroptimists Club

Land Use Hero Award, Michigan Environmental Council

Environmental Service Award, Sierra Club