

Deborah Lash

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Summary of Qualifications

I uniquely possess the qualifications of a Graphic Designer, Production Specialist and Production Manager. My expertise has evolved over the years with the technological demands of the design industry. I have the ability to create appealing and concise designs, create and manage project workflows and schedules, and output technically exact files for both print and digital distribution. I am comfortable working as part of a team, as well as leading a team. I have solid experience in the creation and editing of files using xml and html for webpages, web graphics and interactive files.

Software

Adobe Creative Suite CS6, Creative Cloud, InDesign, Illustrator, Photoshop, Flash, Muse, Dreamweaver, Adobe Media Encoder, Lightroom, Bridge, InCopy, html, xml, Adobe Media Encoder, Microsoft PowerPoint, Excel and Word

Experience

2005-Present

Freelance Graphic Designer | Lashomatic Design and Production

Independent, freelance design and production services for clients including Measured Progress, Pearson Education, Houghton Mifflin, Dinardo Design, Broadstreet, Laurel Tech.

2010-2012

Production Manager | Measured Progress Nimble Innovation Lab, Newton, MA

Plan, organize and control the production of secure, standardized assessment items in an XML and Flash workflow, for NimbleTools® or other delivery environments. Ensure that the online assessments are produced efficiently, on time, within budget and to a high-quality standard. Oversee Production Specialists in the creation and production of xml and Flash items for the use of existing or newly developed digital technologies.

2009-2010

Production Manager | Nimble Assessment Systems, Inc., Newton, MA

Responsible for the creation, production and delivery of standardized and innovative items for the use of digital technologies. Plan, organize and control the production of standardized testing items to be used in the NimbleTools environment. Ensure that the assessments are produced efficiently, on time, within budget and to a high-quality standard. Oversee Production Specialists in the creation and production of standardized items for the use of existing or newly developed digital technologies.

2007-2009

Freelance Graphic Designer | Dinardo Design, Concord, MA

Responsible for the design and production of pages for textbook publishers, such as Houghton Mifflin, McGraw Hill and Pearson.

2005-2007

Production Designer | Argosy Publishing, Newton, MA

Designed pages and templates for various educational publishers. Created template to be used outsourced international vendors and reviewed and integrated the outsourced production files to ensure that quality and design standards were upheld.

1995-2005

Lead Electronic Production Specialist | Houghton Mifflin, Boston, MA

Created templates and composed pages for School Division textbooks using InDesign and Quark. Coordinated the creation of templates and pages for multiple grade levels, for a variety of K-8 programs. Created and disseminated project information to the electronic production group including template, spec sheet and work flow changes. Managed the production process of my team to meet project deadlines. Trained staff on how to best use new software and production processes.

Education

1991

Massachusetts College of Art and Design, Graphic Design