



Mary Vasseur Finn

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PROFILE

Web designer, developer and graphic designer with over ten years experience working in collaborative team environments in print publishing and interactive design. Articulate, personable, and very funny. I also make a damned good cup of coffee.

VALUE ADDED

Always strive to exceed expectations and take my standard of excellence to a higher level. Willing to go the extra mile to meet deadlines. Own my mistakes. Abide stressful situations with a sense of humor.

AWARDS/ACCOMPLISHMENTS

- Platinum award, Veritude Associate of the Quarter, Q2 2008
- Nominated Veritude Associate of the Quarter, Q2 & Q4 2006
- Ping-Pong champion of Lanesborough Elementary School, 1972

SOFTWARE EXPERTISE

Web: Dreamweaver, Photoshop, Fireworks; XHTML, CSS, XML. Modest skills in Flash and javaScript.
Print: InDesign, QuarkXpress, Illustrator. Mac and PC platform-competent.

PROFESSIONAL EXPERIENCE

Web designer

01.11–10.11. Massachusetts College of Pharmacy and Health Sciences (MCPHS)¹

- Met the challenge of “under the gun” client to quickly prepare for launch of new sites
- Designed, developed and built [mcphs.online.edu](#), creating MCPHS’ new portal for online curricula
- From Photoshop prototypes, developed and built [my.mcphs.edu](#), MCPHS’ student portal, migrating content from hundreds of pages to new templates

Web designer

03.08–06.10. Fidelity Investments²

- Introducing the latest UI practices and web technologies, “raised the bar,” transforming pages from 70’s-looking to elegantly modern
- Designed and maintained intranet microsites and web pages
- Created web graphics, animations and e-mail templates
- Formulated interactive quizzes and slide shows using Flash and XML
- Devised online systems for scheduling, cataloguing and archiving electronic communications
- Designed marketing promotional collateral for company events and charitable fundraising campaigns

¹ Contracting through Bridge Technical Solutions, E. Greenwich, RI

² Contracting through Veritude, Boston, MA

³ Contracting through Veritude, Boston, MA

Project specialist

01.06–03.07. Fidelity Investments³

- Supported 3–8 communications consultants, each overseeing approximately 400 non-profits
- Framed change management processes for document control of over ten thousand documents
- Coordinated the workflow of marketing materials from job inception through distribution, working with internal departments, legal review and outside vendors to produce electronic and print promotional materials for sales'-client meetings
- Remained a strong, dependable source of support in the face of constant workforce turnover

Entrepreneur, Web designer

01.07–12.11. **Malcah**

- Launched an online retail business offering all-natural and exotic skin-care products
- Traveled overseas for product research, development and acquisition
- Imported specialty items and ingredients from the Middle East and North Africa
- Designed product packaging and web site

Graphic designer

04.98–10.01. **The Massachusetts Medical Society**, Waltham, MA

- Performed various aspects of visual communication design, including: design, layout and production of brochures, booklets, books, invitations, direct mail, signage, posters, packaging and newsletters
- Interfaced with clients, proofreaders, prepress and print staff to meet production deadlines
- Proofread and edited web pages
- Authored a training module introducing Adobe Acrobat Pro, presenting before an audience of 300

Web production artist

06.05–12.05. **Brookstone**

- Created a large volume of web site graphics for on-line retail site

EDUCATION

- Upper-intermediate level proficiency in Modern Standard Arabic, **Arabic Language Institute in Fez (ALIF)**, Fez, Morocco, 2007
- B.S., Psychology, Fitchburg State University, Fitchburg, MA, 1983

PERSONAL

Interests include Middle East travel, Arabic and Hebrew language studies, and danger. I also enjoy hiking, running, and interpreting dreams.