

Nancy A. Pickering

Freelance Graphic Designer

A designer since 1981, Nancy A. Pickering has been providing graphic design for promotional materials since 2001.

Nancy has produced posters, flyers, brochures, logos, business cards, newsletters, web sites, and intranet sites for a variety of organizations including Nextel Partners, Express Scripts, and Toastmasters International, both as an employee and as a freelancer. In 2005, while serving as Vice President of Public Relations for her local Toastmasters International club, she won first and third-place awards at the District level (Minnesota/northern Ontario) for her flyer designs.

Nancy has also taught design. Her MFA degree is in Theatre Design/Costume emphasis, which she taught for eight years (1981-1989), first at North Texas State University (now UNT) in Denton, and then at the University of West Florida in Pensacola. She taught up to seven courses annually and conducted the design and implementation of 4–10 projects per year, ensuring that project goals and objectives were met according to designated priorities, time limitations and funding constraints, while maintaining project quality and integrity. She also managed 50 graduate, undergraduate, and civil service employees annually in her costume shop. Today she uses the same design principles she once taught while using industry-standard design and graphics software packages, and has mentored others in how to use them to create their own designs. Nancy's software choices include Adobe InDesign, Photoshop, Illustrator, and Acrobat, among others. She also has Dreamweaver and Quark.

In the immediate years following her teaching career, Nancy got her certification in computer programming, which she then used to write educational materials for IT departments as a contractor, working for several clients over the course of 15 years. But she always brought layout and design elements to the table in anything she produced. Her graphics-related work during this period included layout of User Manuals and Quick Reference Cards, creating computer art for Computer-Based Training (CBT) modules, and producing design prototypes and elements for Windows/GUI design of custom software (for example, buttons, icons, and window tabs). Having worked closely with project managers and herself received project management training from the Project Management Institute (PMI), Nancy is conversant in the life cycle of a project, and clearly understands the development process and the importance of being a collaborative team player.

Nancy has now gone into business for herself as a freelance graphic designer, coming full circle and returning fulltime to the design world. The primary focus of her company, Pen and Brush Communications, is layout and design for marketing materials. Her mission is to help companies profit from adding good design to their sales promotions.



Layout and Design for Marketing Materials
201 Westminster Ave. NW
Watertown, MN 55388
nancy@penandbrushcommunications.com
Phone 952.955.2214 Cell 952.239.1873