

TOM W. ROLAIN

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AREAS OF SPECIALIZATION:

- Medical and scientific illustration, graphic design for print and web
- Interactive media design and production, user experience design
- Concept development, content organization, project management

SOFTWARE EXPERTISE:

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Quark Xpress, Microsoft Office, PowerPoint, HTML, CSS3, jQuery, WordPress

ACADEMIC BACKGROUND:

M.A. in Medical Illustration, University of California-San Francisco, 1988

B.A. in Art, second major in Zoology, University of Wisconsin-Eau Claire, 1980

Additional study in art, photography and biology, University of Wisconsin-Milwaukee, 1982-83

EMPLOYMENT EXPERIENCE:

Freelance medical illustrator, graphic designer and website developer, Jan. 2011 to present
I employ my combined experience as a graphic designer and interactive media developer to design and develop small business websites. I also provide medical illustration services to physicians at the Medial College of Wisconsin and Froedtert Hospital.

MGI Communications, Menomonee Falls, WI, Graphic Designer, March 2009 - January 2011
Employed as a contractor, I used my experience as a graphic designer and interactive media developer to produce print and web marketing projects, including brochures, ads, trade show graphics, and websites. I also performed search engine optimization on client websites.

Triad Creative Group, Brookfield, WI, Interactive Media Designer, August 2001 - January 2009
As the leader of the digital media department, my main duties were to develop proposals and project flow charts, and to design and develop websites and interactive multimedia presentations to promote brand awareness for the clients. I also did print design for brochures, ads and trade show graphics, and I provided proofreading and copy editing services. My strong knowledge of digital media techniques and keen visual aesthetic improved client relations and increased reciprocal business for the company.

Chenequa Corporation, Menomonee Falls, WI, Interactive Designer, January 2000 - August 2001
I infused a higher level of creativity into the design department inspiring those around me to set higher goals for the company through well-designed print materials and interactive multimedia presentations that were used for client advertising and marketing campaigns.

Argosy Interactive, Milwaukee, WI, Interactive Designer, September 1999 - December 1999
As a contractor, I improved the user experience of the web-based training programs created by Argosy Interactive for the insurance industry by increasing the quality of the user interface, the organization of the content, and the illustrations and diagrams used in the programs.

Illinois Institute of Art in Schaumburg, Instructor, October 1997 - June 1998
I expanded course requirements and learning objectives thereby improving student achievement while teaching classes in 2D animation, digital illustration and interactive media production.

Challenger Corporation, Memphis, TN, Art director and medical illustrator, 1994 - 1997

As a member of the core group of a small start-up, I brought artistic and creative knowledge to the development of medical educational software for physician training. In addition to providing medical illustrations and diagrams for the software programs, I helped develop the essence of the brand through advertising, splash screen design, product packaging and interactive prototypes for proposed projects. I also assisted with content proofing and product beta testing.

Mythos Multimedia, San Francisco, CA, Art director and graphic artist, 1993 - 1994

I designed user interfaces with Photoshop, and I developed content and visual continuity for interactive multimedia presentations produced with Macromedia Director, which were used for business marketing applications.

Gladstone Institutes, San Francisco, CA, Graphic artist and photographer, 1988 - 1992

I brought a higher level of professionalism to the graphic art and photography services department for a medical research institute greatly improving the quality of the scientific presentations. I was the recipient of the Employee of the Year Award in 1990.

University of California-San Francisco, Medical illustrator and display designer, 1985 - 1988

I provided graphic art and illustration services for university researchers, and I designed and produced medical exhibits for hallway display cases.

University of Wisconsin-Eau Claire, Educational illustrator, 1978 - 1980

I created illustrations and diagrams for auto-tutorial courses on physical and cultural geography, and alternative energy systems.

SKILLS:

- Traditional illustration techniques
- Digital illustration techniques
- Print design (brochures, ads, trade show graphics)
- Strong knowledge of typography, page layout and color usage
- Preflight file preparation and PDF specification
- Image manipulation, cleaning and retouching
- Website design and development
- HTML and CSS3 coding
- Pixel perfect web page construction
- Wire frame development for interactive media
- User experience centered design for interactive media
- Flash animation (banner ads, educational presentations)
- Proofreading and copy editing

SUMMARY:

My educational background and work experience as a medical illustrator, graphic designer and interactive media developer provides the necessary qualifications for a position in a medical center, or with a company that produces medical educational media. My personal trait of setting high standards for the work that I do, pushes me to strive for perfection in all the projects I undertake.

PERSONAL WEBSITES:

Portfolio: <http://www.illustration4education.com>

Public Health Education: <http://www.howourlungswork.com>

Linked In Profile: <http://www.linkedin.com/in/tomrolain>