

**GENERAL SERVICES ADMINISTRATION  
Federal Supply Service  
Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu-driven database system. The INTERNET address for *GSA Advantage!* is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

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Advertising and Integrated Marketing Solutions

Contract Number: GS-23F-0211S  
*SIN 541 -3 Web Based Marketing Services*  
*SIN 541-4A Market Research and Analysis Services*  
*SIN 541-4C Exhibit Design and Implementation Services*  
*SIN 541-4F Commercial Art and Graphic Design Services*

For more information on ordering from Federal Supply Schedules click on the FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov).

Contract Period: July 5, 2011 – July 4, 2016

**Information Experts, Inc.**  
11425 Isaac Newton Square  
Suite F-1  
Reston, VA 20190  
Phone: (703) 787-9100  
Fax: (703) 782-0162  
Web site: [www.informationexperts.com](http://www.informationexperts.com)

Contact for contract administration:  
Mr. Adam Levin  
11425 Isaac Newton Square  
Suite F-1  
Reston, VA 20190  
Phone: (703) 787-9100 ext. 111  
Fax: (703) 782-0162  
[Alevin@informationexperts.com](mailto:Alevin@informationexperts.com)

Business size: **SMALL**, Woman-Owned Business

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**CUSTOMER INFORMATION**

1a. Awarded special item numbers with appropriate cross-reference to item descriptions:

*SIN 541 -3 Web Based Marketing Services*  
*SIN 541-4A Market Research and Analysis Services*  
*SIN 541-4C Exhibit Design and Implementation Services*  
*SIN 541-4F Commercial Art and Graphic Design Services*

1b. For complete price lists please see below

- 1c. For labor category description see below
2. Maximum order: \$1,000,000
3. Minimum order: \$ 100.00
4. Geographic coverage (delivery area): within the United States
5. Point of production: Reston, VA 20190 USA
6. Discount from list prices or statement of net price: Not applicable
7. Quantity discounts: N/A
8. Prompt payment terms: N/A
- 9a. Information Experts will accept the Government Purchase Cards at or below the Micro-Purchase Threshold.
- 9b. Information Experts will accept the Government Purchase Cards above the Micro-Purchase Threshold.
10. Foreign items: N/A
- 11a. Time of delivery: N/A
- 11b. Expedited delivery: Items available for expedited delivery are noted in this price list.
- 11c. Overnight and 2-day delivery: N/A
- 11d. Urgent requirements: N/A
12. F.O.B. point(s): Destination
- 13a. Ordering address:  
**Information Experts, Inc.**  
11425 Isaac Newton Square  
Suite F-1  
Reston, VA 20190
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment address:  
**Information Experts, Inc.**  
11425 Isaac Newton Square  
Suite F-1  
Reston, VA 20190
15. Warranty provision: N/A
16. Export packing charges: N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)  
N/A
18. Terms and conditions of rental maintenance, and repair: N/A
19. Terms and conditions of installation: N/A
20. Terms and conditions of repair parts: N/A
- 20a. Terms and conditions for any other services: N/A
21. List of service and distribution points: N/A
22. List of participating dealers: N/A
23. Preventative maintenance: N/A
- 24a. Special attributes such as environmental attributes: N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information technology (EIT) supplies and services and show where full details can be found (e.g. contractor s website or other location.) The EIT standards can be found at [www.Section508.gov/](http://www.Section508.gov/): N/A
25. Data Universal Number System (DUNS) number: **07-610-4350**
26. Notification regarding registration in Central Contractor Registration (CCR) database: Registered Cage Code: 3CCH0

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## DESCRIPTION OF SERVICES

### **541-3 Web Based Marketing Services**

Information Experts offers extensive Web services, ranging from web marketing strategies, digital brand creation, website design and development, Web-optimized copywriting, Flash features, custom Web programming, 508 and SCORM compliance, content management systems, Web banners, e-newsletters, and search engine optimization. Our work has received multiple industry awards in Interactive/Web categories, including the ADDY, National MarCom, Silver Inkwel, Society for Technical Communication, and other recognition. Our Web-based services are integrated creatively and technically through the tactical expertise of, respectively, our Art Director and Development Manager. We are well-versed on CSS2 brand standards for efficient, extensible web development. Key Web clients include: US Department of Education, NIST, Terex, AOL, Marsh, and CACI.

### **541-4A Market Research and Analysis**

Our strategic communications approach features Market Research and Analysis services as a core offering. We work with organizations that have only a concept for a service, program, or new initiative. We can help articulate the concept into a full mission, vision, and concept of operations. This work falls squarely in our Strategic Services practice, which is run by our VP, Strategy, who manages a team of four junior and senior strategists. Our strategic services include message platforms, brand essence, core messaging, audience and competitive analyses, communications and PR plans, focus group trials, and many other critical go-to-market strategic services. Deliverables include Microsoft PowerPoint presentations, reports in Microsoft Word or in PDF format (where Information Experts can provide a more graphically-rich document using advanced design software like Adobe InDesign or Quark Xpress).

This strategic work flows seamlessly into our creative branding services, which, under the direction of our Creative Director, includes naming, logo and tagline creation, identity packages (business cards and stationery systems), launch campaigns, and all subsequent, post-branding communications content and collateral.

We have performed market research and analysis, and created strategic plans for the Internal Revenue Service, Chick-fil-A, PRA International, AOL, U.S. Environmental Protection Agency, and others.

#### **541-4C Exhibit Design and Implementation Services**

Exhibition marketing and its attendant creative needs are a vital offering of Information Experts. We understand the goals and environment of exhibition marketing and offer marketing strategies, collateral creation, and booth and signage design. Further, we understand the messaging and design nuances of the exhibition event experience, and we understand the technical challenges of large-format displays. To accommodate the special needs of large-format design, we have a state-of-the-art, dedicated computer with enhanced capacity.

We work with specialized production partners, with whom we have proven work relationships and processes for final print output, assembly, and shipment of the displays.

#### **541-4F Commercial Art and Graphic Design Services**

The fundamental skill of our Creative Team is our art – our illustration and photography – and graphic design. Our Creative Director, Art Director, and senior and junior designers all have Bachelor's degrees in art or graphic design, and all are professionally accomplished in these disciplines as well.

Our tactical skills, derived from our cultivated art and design capabilities, include custom and digital illustration, online stock photo selection and licensing management, image scanning and manipulation, typeface selection and use, document layout. These skills are incorporated into a wide range of design materials for clients: logos, presentations, advertisements, illustrations, booklets, documents, publications, newsletters, posters, brochures, folders, inserts, pamphlets, reports, stationery, business cards, signage, displays, forms, and Websites.

Technically, we understand the digital tools of the trade, and operate with fluid efficiency in such industry standard software packages as Adobe Illustrator, Photoshop, and InDesign, Quark Xpress, Microsoft PowerPoint, Macromedia Flash, and others. For Web-based design work, our designers transition their designs adeptly using html coding and DreamWeaver.

**GSA AWARDED PRICING**

<b>SIN</b>	<b>Skill/Task Category</b>	<b>7/5/2011 - 7/4/2012</b>	<b>Unit</b>
<b>541-3</b>	Creative Director	\$218.35	Hour
	Senior Marketing Consultant	\$218.35	Hour
	Program Manager	\$218.35	Hour
	Strategist/Writer II	\$163.76	Hour
	Project Manager	\$136.47	Hour
	Art Director	\$147.39	Hour
	Web Developer II	\$136.47	Hour
	Strategist/Writer I	\$136.47	Hour
	Graphic Designer II	\$131.01	Hour
	Web Developer I	\$131.01	Hour
	Graphic Designer I	\$109.17	Hour
	Proofreader	\$122.28	Hour
<b>541-4A</b>	Creative Director	\$218.35	Hour
	Senior Marketing Consultant	\$218.35	Hour
	Program Manager	\$218.35	Hour
	Strategist/Writer II	\$163.76	Hour
	Project Manager	\$136.47	Hour
	Strategist/Writer I	\$136.47	Hour
	Graphic Designer II	\$131.01	Hour
	Graphic Designer I	\$109.17	Hour
	Proofreader	\$122.28	Hour
<b>541-4C</b>	Creative Director	\$218.35	Hour
	Program Manager	\$218.35	Hour
	Strategist/Writer II	\$163.76	Hour
	Project Manager	\$136.47	Hour
	Art Director	\$147.39	Hour
	Strategist/Writer I	\$136.47	Hour
	Graphic Designer II	\$136.47	Hour
	Graphic Designer I	\$109.17	Hour
	Proofreader	\$122.28	Hour
<b>541-4F</b>	Creative Director	\$218.35	Hour
	Program Manager	\$218.35	Hour
	Project Manager	\$136.47	Hour
	Art Director	\$147.39	Hour
	Graphic Designer II	\$136.47	Hour
	Graphic Designer I	\$109.17	Hour
	Proofreader	\$122.28	Hour

<b>SIN</b>	<b>Skill/Task Category</b>	<b>7/5/2012- 7/4/2013</b>	<b>Unit</b>
<b>541-3</b>	Creative Director	\$224.90	Hour
	Senior Marketing Consultant	\$224.90	Hour
	Program Manager	\$224.90	Hour
	Strategist/Writer II	\$168.67	Hour
	Project Manager	\$140.56	Hour
	Art Director	\$151.81	Hour
	Web Developer II	\$140.56	Hour
	Strategist/Writer I	\$140.56	Hour
	Graphic Designer II	\$134.94	Hour
	Web Developer I	\$134.94	Hour
	Graphic Designer I	\$112.45	Hour
	Proofreader	\$125.95	Hour
<b>541-4A</b>	Creative Director	\$224.90	Hour
	Senior Marketing Consultant	\$224.90	Hour
	Program Manager	\$224.90	Hour
	Strategist/Writer II	\$168.67	Hour
	Project Manager	\$140.56	Hour
	Strategist/Writer I	\$140.56	Hour
	Graphic Designer II	\$134.94	Hour
	Graphic Designer I	\$112.45	Hour
	Proofreader	\$125.95	Hour
<b>541-4C</b>	Creative Director	\$224.90	Hour
	Program Manager	\$224.90	Hour
	Strategist/Writer II	\$168.67	Hour
	Project Manager	\$140.56	Hour
	Art Director	\$151.81	Hour
	Strategist/Writer I	\$140.56	Hour
	Graphic Designer II	\$140.56	Hour
	Graphic Designer I	\$112.45	Hour
	Proofreader	\$125.95	Hour
<b>541-4F</b>	Creative Director	\$224.90	Hour
	Program Manager	\$224.90	Hour
	Project Manager	\$140.56	Hour
	Art Director	\$151.81	Hour
	Graphic Designer II	\$140.56	Hour
	Graphic Designer I	\$112.45	Hour
	Proofreader	\$125.95	Hour

<b>SIN</b>	<b>Skill/Task Category</b>	<b>7/5/2013- 7/4/2014</b>	<b>Unit</b>
<b>541-3</b>	Creative Director	\$231.65	Hour
	Senior Marketing Consultant	\$231.65	Hour
	Program Manager	\$231.65	Hour
	Strategist/Writer II	\$173.73	Hour
	Project Manager	\$144.78	Hour
	Art Director	\$156.37	Hour
	Web Developer II	\$144.78	Hour
	Strategist/Writer I	\$144.78	Hour
	Graphic Designer II	\$138.99	Hour
	Web Developer I	\$138.99	Hour
	Graphic Designer I	\$115.82	Hour
	Proofreader	\$129.73	Hour
<b>541-4A</b>	Creative Director	\$231.65	Hour
	Senior Marketing Consultant	\$231.65	Hour
	Program Manager	\$231.65	Hour
	Strategist/Writer II	\$173.73	Hour
	Project Manager	\$144.78	Hour
	Strategist/Writer I	\$144.78	Hour
	Graphic Designer II	\$138.99	Hour
	Graphic Designer I	\$115.82	Hour
	Proofreader	\$129.73	Hour
<b>541-4C</b>	Creative Director	\$231.65	Hour
	Program Manager	\$231.65	Hour
	Strategist/Writer II	\$173.73	Hour
	Project Manager	\$144.78	Hour
	Art Director	\$156.37	Hour
	Strategist/Writer I	\$144.78	Hour
	Graphic Designer II	\$144.78	Hour
	Graphic Designer I	\$115.82	Hour
	Proofreader	\$129.73	Hour
<b>541-4F</b>	Creative Director	\$231.65	Hour
	Program Manager	\$231.65	Hour
	Project Manager	\$144.78	Hour
	Art Director	\$156.37	Hour
	Graphic Designer II	\$144.78	Hour
	Graphic Designer I	\$115.82	Hour
	Proofreader	\$129.73	Hour

<b>SIN</b>	<b>Skill/Task Category</b>	<b>7/5/2014 - 7/4/2015</b>	<b>Unit</b>
<b>541-3</b>	Creative Director	\$238.60	Hour
	Senior Marketing Consultant	\$238.60	Hour
	Program Manager	\$238.60	Hour
	Strategist/Writer II	\$178.94	Hour
	Project Manager	\$149.12	Hour
	Art Director	\$161.06	Hour
	Web Developer II	\$149.12	Hour
	Strategist/Writer I	\$149.12	Hour
	Graphic Designer II	\$143.16	Hour
	Web Developer I	\$143.16	Hour
	Graphic Designer I	\$119.29	Hour
	Proofreader	\$133.62	Hour
<b>541-4A</b>	Creative Director	\$238.60	Hour
	Senior Marketing Consultant	\$238.60	Hour
	Program Manager	\$238.60	Hour
	Strategist/Writer II	\$178.94	Hour
	Project Manager	\$149.12	Hour
	Strategist/Writer I	\$149.12	Hour
	Graphic Designer II	\$143.16	Hour
	Graphic Designer I	\$119.29	Hour
	Proofreader	\$133.62	Hour
<b>541-4C</b>	Creative Director	\$238.60	Hour
	Program Manager	\$238.60	Hour
	Strategist/Writer II	\$178.94	Hour
	Project Manager	\$149.12	Hour
	Art Director	\$161.06	Hour
	Strategist/Writer I	\$149.12	Hour
	Graphic Designer II	\$149.12	Hour
	Graphic Designer I	\$119.29	Hour
	Proofreader	\$133.62	Hour
<b>541-4F</b>	Creative Director	\$238.60	Hour
	Program Manager	\$238.60	Hour
	Project Manager	\$149.12	Hour
	Art Director	\$161.06	Hour
	Graphic Designer II	\$149.12	Hour
	Graphic Designer I	\$119.29	Hour
	Proofreader	\$133.62	Hour

<b>SIN</b>	<b>Skill/Task Category</b>	<b>7/5/2015- 7/4/2016</b>	<b>Unit</b>
<b>541-3</b>	Creative Director	\$245.75	Hour
	Senior Marketing Consultant	\$245.75	Hour
	Program Manager	\$245.75	Hour
	Strategist/Writer II	\$184.31	Hour
	Project Manager	\$153.60	Hour
	Art Director	\$165.89	Hour
	Web Developer II	\$153.60	Hour
	Strategist/Writer I	\$153.60	Hour
	Graphic Designer II	\$147.45	Hour
	Web Developer I	\$147.45	Hour
	Graphic Designer I	\$122.87	Hour
	Proofreader	\$137.63	Hour
<b>541-4A</b>	Creative Director	\$245.75	Hour
	Senior Marketing Consultant	\$245.75	Hour
	Program Manager	\$245.75	Hour
	Strategist/Writer II	\$184.31	Hour
	Project Manager	\$153.60	Hour
	Strategist/Writer I	\$153.60	Hour
	Graphic Designer II	\$147.45	Hour
	Graphic Designer I	\$122.87	Hour
	Proofreader	\$137.63	Hour
<b>541-4C</b>	Creative Director	\$245.75	Hour
	Program Manager	\$245.75	Hour
	Strategist/Writer II	\$184.31	Hour
	Project Manager	\$153.60	Hour
	Art Director	\$165.89	Hour
	Strategist/Writer I	\$153.60	Hour
	Graphic Designer II	\$153.60	Hour
	Graphic Designer I	\$122.87	Hour
	Proofreader	\$137.63	Hour
<b>541-4F</b>	Creative Director	\$245.75	Hour
	Program Manager	\$245.75	Hour
	Project Manager	\$153.60	Hour
	Art Director	\$165.89	Hour
	Graphic Designer II	\$153.60	Hour
	Graphic Designer I	\$122.87	Hour
	Proofreader	\$137.63	Hour

Rates are inclusive of the Industrial Funding Fee of 0.75%. These are the maximum rates that can be charged. Lower rates may be quoted.

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## LABOR CATEGORY DESCRIPTIONS

<b>Position</b>	Creative Director
<b>Education</b>	M.S./M.A./M.B.A./M.F.A. in Marketing, Business Administration, Communications, or Creative Discipline; B.S./B.A. degree in Art, Communications, Marketing, or Humanities.
<b>Experience</b>	12+ (agency and organizational management); has functioned at the Director-level or higher within the marketing department of an organization
<b>Responsibility</b>	
<ul style="list-style-type: none"><li>• Serves as a marketing and design consultant for originating concepts and initial designs</li><li>• Helps communicate design approaches to clients</li><li>• Collaborates with Art Director, Designers, Strategists, and Developers to integrate all efforts and client feedback into an effective and cohesive marketing communications solution</li><li>• Provides creative insight throughout project</li><li>• Assumes the conceptual or design lead on especially challenging work</li><li>• Assists in the supervision and coordination of all Creative Department personnel to assure they are performing their jobs effectively, controlling their costs, achieving quality standards, maximizing weekly billings, controlling schedule and overtime, and job related costs and materials</li><li>• Assures a consistently high-level of work performed by the company</li></ul>	

<b>Position</b>	Senior Marketing Consultant
<b>Education</b>	B.S./B.A. degree
<b>Experience</b>	20+ (significant team-leading experience; has functioned at the “C-level” within organizations)
<b>Responsibility</b>	
<ul style="list-style-type: none"><li>• Develops customized organizational and marketing solutions to meet client needs</li><li>• Engages clients in problem solving, questioning, listening, and solutions identification</li><li>• Translates organizational concerns into communications solutions</li><li>• Provides key understanding of competitive landscapes</li><li>• Understands the strategic communications consulting landscape, emerging technology and business trends, established competitors and emerging companies</li><li>• Lead Information Experts’ team members in defining project objectives, scope, and deliverables; assesses resource needs</li><li>• Oversees Strategist/Writer efforts</li><li>• Architects organizational strategies to ensure all creative work is focused on achieving client objectives</li></ul>	

<b>Position</b>	Program Manager
<b>Education</b>	B.S./B.A. degree. Advanced degree recommended.
<b>Experience</b>	5+ years of experience in a business analyst, project management, or senior consultant role
<b>Responsibility</b>	
<ul style="list-style-type: none"><li>• Coordinates planning, development, testing, and implementation of project to ensure timely deliverables, project success and quality</li><li>• Provides work direction, project status, and feedback to all team members and assists in issue resolution</li><li>• Designs and develops deliverables per client needs and expectations and presents potential concepts</li></ul>	

- Assists in the identification, assessment and resolution of issues and problems
- Communicates with clients throughout the life of the project, informing them of progress and watching for changes in scope and expectations
- Balances and prioritizes project work to ensure critical items are addressed
- Ensures high quality deliverables are produced while working within budget and meeting deadlines

<b>Position</b>	Strategist/Writer II
<b>Education</b>	M.S./M.A./M.B.A./M.F.A. in Marketing, Business Administration, Communications, or Other Discipline; B.S./B.A. degree in Art, Communications, Marketing, or Humanities.
<b>Experience</b>	10+ in an agency or consulting environment or equivalent leadership with internal teams at large organizations
<b>Responsibility</b>	
<ul style="list-style-type: none"> <li>• Interacts and confers with client frequently regarding specific work efforts, including seeking regular feedback and input from client on deliverables</li> <li>• Demonstrates superior ability to develop, write, and edit copy for a variety of communication vehicles including Web</li> <li>• Displays outstanding understanding of the integration of words, images, and functionality across a broad spectrum of marketing and communications materials</li> <li>• Shows knowledge of a variety of advertising, public relations, and marketing communication concepts, practices, and procedures</li> <li>• Has the ability to conduct research, interview, and offer creative marketing ideas</li> <li>• Possesses strong computer skills; fluent in Word and PowerPoint</li> <li>• Contains a strong desire and ability to work creatively and analytically with an attention to detail</li> <li>• Communicates information and ideas in speaking and writing so others will understand</li> </ul>	

<b>Position</b>	Project Manager
<b>Education</b>	B.S./B.A. degree in Art, Communications, Marketing, or Humanities.
<b>Experience</b>	5+ years experience in production management or within a consulting agency environment
<b>Responsibility</b>	
<ul style="list-style-type: none"> <li>• Serves as a marketing and design consultant for originating concepts and initial designs</li> <li>• Manages the day-to-day execution of client engagements through the coordination of efforts of assigned personnel</li> <li>• Maintains liaison with the client throughout all project stages</li> <li>• Manages assigned projects to achieve client satisfaction.</li> <li>• Assigns job responsibility and supervises the process and personnel assigned for performance of required tasks, quality of work, output of client product in conformance with agreed standards of content, quality and timeliness, and achievement of project plan</li> <li>• Manages client expectations within the framework of the engagement to assure a mutually satisfactory result</li> <li>• Works closely with the Quality Assurance Manager to assure that all projects are meeting expected quality and timing standards at all phases and milestones of the projects</li> </ul>	

<b>Position</b>	Art Director
<b>Education</b>	B.S./B.A. degree in Art, Communications, Marketing, or Humanities; M.S./M.A./M.B.A./M.F.A. in Marketing, Business Administration, Communications, or Creative Discipline preferred
<b>Experience</b>	5+
<b>Responsibility</b>	<ul style="list-style-type: none"> <li>• Assists the Creative Director with the management of the day-to-day operations and work of the Creative Services Department</li> <li>• Provides tactical creative insight to Designers</li> <li>• Takes the design lead on especially challenging work</li> <li>• Prepares designs for client review</li> <li>• Finalizes designs in accordance with client design feedback</li> <li>• Manages graphic files within the structure of file naming and storage conventions</li> <li>• Serves as a design consultant for all brainstorming sessions and design challenges</li> </ul>

<b>Position</b>	Strategist/Writer I
<b>Education</b>	M.S./M.A./M.B.A./M.F.A. in Marketing, Business Administration, Communications, or Creative Discipline preferred; B.S./B.A. degree in Art, Communications, Marketing, or Humanities.
<b>Experience</b>	5+ in an agency or consulting environment or equivalent leadership with internal teams at large organizations
<b>Responsibility</b>	<ul style="list-style-type: none"> <li>• Interacts and confers with client frequently regarding specific work efforts, including seeking regular feedback and input from client on deliverables</li> <li>• Demonstrates superior ability to develop, write, and edit copy for a variety of communication vehicles including web-based</li> <li>• Displays outstanding understanding of the integration of words, images, and functionality across a broad spectrum of marketing and communications materials</li> <li>• Shows knowledge of a variety of advertising, public relations, and marketing communication concepts, practices, and procedures</li> <li>• Has the ability to conduct research, interview, and offer creative marketing ideas</li> <li>• Possesses strong computer skills; fluent in Word and PowerPoint</li> <li>• Contains a strong desire and ability to work creatively and analytically with an attention to detail</li> <li>• Communicates information and ideas in speaking and writing so others will understand</li> </ul>

<b>Position</b>	Graphic Designer II
<b>Education</b>	B.S./B.A./B.F.A. degree in Art or Design
<b>Experience</b>	5+ years in a creative agency/consulting environment
<b>Responsibility</b>	<ul style="list-style-type: none"> <li>• Demonstrates excellent knowledge of layout principles and general design aesthetics</li> <li>• Determines size and arrangement of illustrative material and copy, selects style and size of type, and creates sample layouts</li> <li>• Designs sales, advertising, and public relations materials including logos, marketing collateral, educational materials, and web sites</li> <li>• Develops art and copy layouts using a variety of media to meet specific promotional needs</li> <li>• Possesses the ability to design across multiple media, including print, the Web, and multimedia</li> </ul>

- Shows expertise in graphic design software such as Adobe Photoshop, Adobe Illustrator, and Quark Xpress
- Owns a strong foundation in interface design, computer animation, multimedia development and web page design; expert-level experience with HTML, Flash, and 3D applications
- Designs and develops deliverables per client needs and expectations and presents concepts
- Interacts and confers with internal team and client regarding specific work efforts, including seeking regular feedback and input from client on deliverables
- Produces high quality design deliverables while working within budget and meeting deadlines

<b>Position</b>	Graphic Designer I
<b>Education</b>	B.S./B.A./B.F.A. degree in Art or Design
<b>Experience</b>	2+ years in a creative agency/consulting environment
<b>Responsibility</b>	<ul style="list-style-type: none"> <li>• Demonstrates excellent knowledge of layout principles and general design aesthetics</li> <li>• Determines size and arrangement of illustrative material and copy, selects style and size of type, and creates sample layouts</li> <li>• Designs sales, advertising, and public relations materials including logos, marketing collateral, educational materials, and web sites</li> <li>• Develops art and copy layouts using a variety of media to meet specific promotional needs</li> <li>• Possesses the ability to design across multiple media, including print, the Web, and multimedia</li> <li>• Shows expertise in graphic design software such as Adobe Photoshop, Adobe Illustrator, and Quark Xpress</li> <li>• Owns a strong foundation in interface design, computer animation, multimedia development and web page design; expert-level experience with HTML, Flash, and 3D applications</li> <li>• Designs and develops deliverables per client needs and expectations and presents concepts</li> <li>• Interacts and confers with internal team and client regarding specific work efforts, including seeking regular feedback and input from client on deliverables</li> <li>• Produces high quality design deliverables while working within budget and meeting deadlines</li> </ul>

<b>Position</b>	Proofreader
<b>Education</b>	B.S./B.A. degree
<b>Experience</b>	12 +
<b>Responsibility</b>	<ul style="list-style-type: none"> <li>• Prepares, rewrites and edits copy to improve readability, or supervises others who do this work.</li> <li>• Reads copy or proof to detect and correct errors in spelling, punctuation, and syntax.</li> <li>• Allocates print space for story text, photos, and illustrations according to space parameters and copy significance, using knowledge of layout principles.</li> <li>• Plans the contents of publications according to the publication’s style, editorial policy, and publishing requirements.</li> <li>• Verifies facts, dates, and statistics, using standard reference sources.</li> <li>• Reviews and approves proofs submitted by composing room prior to publication production.</li> </ul>