



kerin seward
intelligent design

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EXPERIENCE

Creative Director, Information Technology Services
GEORGE MASON UNIVERSITY
Fairfax, Virginia // 2005–present

- Design and manage communications campaigns for Information Technology Services (ITS) to promote IT services to our customers. Campaigns include communicating difficult, complex, and technical messages to the university faculty, staff, and students.
- Create the brand and marketing collateral for the Confucius Institute at Mason, guiding the communications for the institute during its first five years.
- Prepare collateral material for various programs, including writing/ designing articles, banners, branding guidelines, brochures, posters, email postcards, flyers, instructional sheets, web sites, and a range of other items.
- Redesign ITS web sites to improve the site’s functionality, intuitivity, and accessibility.
- Build web sites in a web content management system and train users in how to update those web sites.
- Manage web content and messaging for several ITS sites.
- Promote and graphically-enhance activities of various organizations that Mason is involved with, including the Association of Collegiate Computing Services of Virginia.

Communications Officer
WORLD WIDE FUND FOR NATURE—INDOCHINA PROGRAMME
Hanoi, Vietnam // 2003–2005

- Developed and managed the web site and trained several staff in web site maintenance.
- Prepared collateral materials for the communications unit, including newsletters, press releases, brochures, and other publications for effective community outreach and education across Vietnam, Cambodia, and Laos.

EDUCATION

MA, Graphic Design
George Mason University
May 2016

BS, Natural Environmental Sciences
Mary Washington College
May 1996

HONORS & MEMBERSHIPS

- The Honor Society of Phi Kappa Phi
- Golden Key International Honor Society
- AIGA—the professional association for design
- EDUCAUSE

DESIGN SKILLS

Adobe InDesign	■ ■ ■ ■ ■
Adobe Illustrator	■ ■ ■ ■ ■
Adobe Photoshop	■ ■ ■ ■ ■
Adobe Dreamweaver	■ ■ ■ ■ ■
HTML/CSS	■ ■ ■ ■ ■
CommonSpot CMS	■ ■ ■ ■ ■
Microsoft Office	■ ■ ■ ■ ■

ATTRIBUTES

Friendly, helpful, responsible, culturally-aware, a quick learner

VOLUNTEER WORK

Webmaster, Lyon Park
Citizens Association
(2010–present)

Designer for communications
team, Clarendon United
Methodist Church
(2016–present)

Energy Analyst, Consulting Division

KEMA-XENERGY

Burlington, MA / Fairfax, VA // 2000–2004

- Created marketing materials for corporate business development and the company's searchable energy market database.
- Provided program development, logistical, and outreach support to the State of New York to promote energy efficiency awareness amongst various local industries. Developed brochures and web sites to support the effort.
- Conducted in-depth research on electricity and gas utility industry restructuring, energy-related products and services markets, energy efficiency programs, and consumer awareness campaigns in numerous U.S. states.

Research Analyst, Energy and Environmental Services Division

ASPEN SYSTEMS CORPORATION

Rockville, MD // 1998–2000

- Provided technical support to the Environmental Protection Agency's ENERGY STAR® programs, the Department of Housing and Urban Development's programs to encourage energy efficiency in public housing, and the Department of Energy.

Natural Resources Specialist, Environmental Planning Division

TAMS CONSULTANTS, INC.

Arlington, VA // 1997–1998

- Conducted reviews of Environmental Impact Statements and Environmental Assessments for U.S. Government agencies. Performed extensive research on U.S. environmental laws and the socioeconomic and environmental impacts of proposed military/federal actions.

Technical Information Specialist

VISTA COMPUTER SERVICES, INC.

Bethesda, MD // 1996–1997

- Conducted public outreach for the U.S. EPA's Office of Pollution Prevention and Toxics to promote public understanding of the dangers associated with lead paint.
- Planned and facilitated regional conferences.

Intern/Analyst

U.S. DEPARTMENT OF STATE

Washington, DC // 1996

- Assisted and supported the Bureau of Oceans and International Environmental and Scientific Affairs in their efforts to promote global climate change stabilization.