

# Frances Bevington

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## Work Experience

### **FOUNDER AND CREATIVE DIRECTOR**

Wilkington Design: July 2007–present

#### **Freelance design and consulting business**

- *Manage a freelance design and consulting business that specializes in graphic design for print and web, art direction, concept development, illustration and communications strategy*
- *Provide excellent customer service and innovative solutions to clients that include small businesses, arts organizations, environmental organizations, educational institutions and non-profits*

#### **Accomplishments include:**

- *Created original cover artwork and support illustrations; designed and produced direct mail brochures, newspaper advertising, posters, displays, folders, HTML e-mails and clothing in support of marketing campaigns for several of Wolf Trap's performance seasons*
- *Completed a communications audit and creative brief for the Writer's Center to guide their rebranding effort and the redesign of their website, writer.org; advised on messaging, information architecture and web best practices*
- *Completed planning, information architecture, writing and new design for an extensive e-commerce website, digipixart.com; worked with developers to implement the site using a JavaScript based CMS*
- *Conducted internal and external brand research for Falls Church Arts to create a new logo and website design. Implemented the website using a PHP based CMS*
- *Supported benefit concerts for Duke Ellington School of the Arts through the creation of graphic materials that included websites, HTML e-mails, print invitations, postcards, and newspaper ads*

### **CREATIVE DIRECTOR**

Wolf Trap Foundation for the Performing Arts: March 2004–June 2007

#### **Managed Wolf Trap's creative team in the production of hundreds of annual projects**

- *Encouraged innovating thinking and developed original concepts through regular brainstorming meetings*
- *Developed production schedules for direct mail brochures, annual reports, websites, fact sheets, corporate collateral, radio ads, audiovisual presentations and displays*
- *Managed employee performance and productivity through daily encouragement, weekly team meetings and annual performance reviews*
- *Team included an Assistant Director, Senior Designer, Copywriter, Web Manager and interns*
- *Managed an annual budget of approximately \$900,000*

#### **Responsible for maintaining the Wolf Trap brand across all Foundation materials**

- *Developed and maintained clear and consistent messaging for print, radio, television and web*
- *Ensured brand messaging reflected Foundation goals and objectives*

#### **Completed high-level writing assignments and edited materials produced by staff to maximize effectiveness of written communications**

- *Authored four annual reports, dozens of letters from the president, articles for program magazines, web pages and image pieces*
- *Provided editorial guidance, grammatical corrections and style guidance for staff producing written materials*

### **Supervised work of contractors**

- *Negotiated print buys for jobs ranging from 1,000 to 1.2 million pieces*
- *Attended press checks to assure quality control of reproduction methods and fabrication techniques*
- *Negotiated contracts with and provided art direction for print and web design firms, photographers, illustrators and freelancers*

### **Developed strategies to improve project management**

- *Created production schedules that utilized team strengths*
- *Implemented a database to track schedules and budgets*
- *Instituted new, more efficient protocols for project approval and review process*

### **Accomplishments include:**

- *Supervised planning, restructuring and redesign of Wolf Trap's website and accomplished project goals that included creating a positive online user experience, incorporating social media and Web 2.0 principles, developing web materials to stimulate readership, content restructuring and more intuitive navigation*
- *Supervised a Foundation-wide communications audit of external communications that helped to refine existing messaging and strengthen the visual brand*
- *Communicator Award and Art Directors Club Award for 2005 Annual Report*
- *Participated in development of Wolf Trap's five year strategic plan*

## **COPYWRITER/GRAPHIC ARTIST**

Wolf Trap Foundation for the Performing Arts: August 2000–March 2004

### **Designer, project manager, writer and editor for a variety of projects**

- *Projects included brochures, direct mail advertising, newspaper ads, newsletters, corporate collateral, multimedia presentations, e-mail marketing, trade show displays and more*
- *Conceptualized and designed original graphics including illustrations, graphs, charts and diagrams for a wide variety of visual techniques including print, web, multimedia and audiovisual applications*

## **GRAPHIC DESIGNER**

Lascaris Design Group: Sept. 1999–August 2000

### **Provided graphic design support for an interior architecture company**

- *Designed stationery, business cards, presentation boards, website and signage*

## **Qualifications**

**Job Skills:** *Creative direction, print and web design, communication strategy, writing, team management, illustration, project planning and program analysis*

**Computer Skills:** *Adobe Creative Suite, CSS, XHTML, Filemaker, QuarkXPress, WordPress, Microsoft Office; experience working with and troubleshooting peripheral equipment including printers, plotters, cameras and scanners*

**Professional Development and Affiliations:** *Management training through Learning Tree International, Business Volunteers for the Arts, Falls Church Chamber of Commerce*

**Awards:** *2010 BVA Award for Outstanding Work, 2008 MARCOM Platinum Award, 2006 Communicator Award, 2006 ADCGW Annual Show*

## **Education**

### **MARYLAND INSTITUTE, COLLEGE OF ART**

Bachelor of Fine Arts, *cum laude*: May 1999