

BARBARA OPLINGER

415.392.6027 • barb@boplinger.com • www.boplinger.com

OVERVIEW

Veteran Web/Print designer and WordPress specialist in template adaptation. Email and Social Media marketing, SEO, Infographics, DVD design and copy editing in Marketing, Publishing, Film and Software industries.

Technical

Acrobat Professional, Adobe Creative Suite CS6 /CC, FileMaker Pro, Flash Professional, HTML/CSS, Javascript plugins, Microsoft Office, PowerPoint, Wordpress/Wix Templates

CONSULTANT DESIGNER FOR WEB AND PRINT

2006 - present. > [Client List](#) Web and print design/production, e-news, banner ads, animated graphics, cover art, slide shows, marketing materials and event guides; for documentarbusinesses and non-profits in the Bay area and beyond.

EMPLOYMENT

Visual Communications

The Neighborhood Parks Council, S.F. Provided web and print graphics for all program managers in support of projects and outreach groups. Along with web-mastering these sites, revised the existing NPC site, and designed and developed the Blue Greenway and ParkScan sites. Additionally, hired interns and oversaw the design and production of marcom for all programs, including monthly e-newsletters, action alerts, quarterly print newsletters, event promotions, invitation, signage and Power Point presentations. Also responsible for the administration of my department, including an online and physical archive of program assets.

Web and Print Designer

CIS Data Systems / IHOUSE, (Web Application, Software Developer-Provider), Albany. Designed family of products, logo development, marcom materials, banner ads, advertising, and the marketing sites: CIS Data.com, VTshowcase.com and iHouse2000.com. Overhaul of user interface and visuals for the iHouse web templates, and the back-end areas of PHP-integrated template products. Transfer of the iHouse look and feel to IDXPro.com. Designed and produced dynamic Flash virtual tour templates, and trade show presentations.

Web Design Lead

Scientific Learning Corporation (Software Development), Oakland. Oversaw and art directed two entry-level designers. Designed for Scientific Learning.com (product-based) and BrainConnection.com (content-based), in addition to on-line data-management tools and curriculum. Redesigned the look and feel of the site and contributed to improved user interface for home pages and select channels with in each web site. In addition, produced banner ads, flash animation, editorial illustration and a web style guide.

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Documentary & Entertainment:

- > Nearnormalman.org
- > Pelicanmedia.org
- > GoingtheDistance.info
- > RunningforJim.com
- > Dlbfilms.com
- > Marlon T. Riggs.com
- > Nostraightlinesthefilm.com
- > markersuniversal.co.uk
- > Pure-ecstasy.com
- > FreeForAllFilms.org
- > Serendipityfilms.org

VivianKleiman.com
Keeper of the Beat
City Arts & Lectures

Marketing:

IABC
Charles Communications
ICLP Loyalty/Collinson
Osborne Mcgraw Hill
Healy Communications
Whitney Worldwide
All Points Networking
Concannon Winery
Pixion
MarketingSage.net

Small Business, Non-profit

- > Toce Plumbing

Columbus Cyclery
Poets Plaza
Katherine Petrin Consulting
Renee Gibbons
Boom-Books
Carol Verburg
Daniel Alexander
Dionne Lorae Holly
Don DeFranco

- > Melrose High Hopes

Marafeeney.com
North Beach ArtWalk
NoMeansNoWorldwide
The Cook for All Seasons
Nature in the City
Quilt Wombat.com
Tony Ganter for Supervisor
Kimber Design
Amarna Medical
JustOneTree.org

EDUCATION

BFA The School of the Museum of Fine Arts / Tufts University, Boston, MA.