

BARBARA OPLINGER

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

OVERVIEW

- Web and Print graphic design communications professional.
- Design, illustration and production for print and web. WordPress template adaptation, Email and Social Media marketing, SEO, Infographics, logo design and packaging.
- Industries: Beauty, Film, Marketing, Publishing, Small business, Non-profit and Software.

Software

Acrobat Professional, Adobe Creative Suite, HTML/CSS, Javascript plug-ins, Microsoft Office, Power Point, Social Media, Wordpress/Wix Templates.

CONSULTANT DESIGNER FOR WEB AND PRINT

Web and print design and production for web sites, e-news, social media, animated graphics, cover art, slide shows, marketing materials and event guides. For filmmakers, small businesses and non-profits in the Bay area and beyond.

EMPLOYMENT

Visual Communications

The Neighborhood Parks Council, SF, CA.

Provided web and print graphics for all program managers in support of projects and outreach groups. • Revised existing NPC site, and designed and developed program sites: Blue Greenway and ParkScan. • 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.

Web and Print Designer

CIS Data Systems / IHOUSE, (Web Application, Software Developer-Provider), Albany, CA.

Visual design of family of products, logo development, marcom materials, banner ads, advertising and marketing sites. • Overhaul of user interface and visuals for the iHouse web templates, and back-end areas of PHP-integrated template products. • Designed and produced dynamic Flash virtual tour templates and trade show presentations.

Web Design Lead

Scientific Learning Corporation (Software Development), Oakland.

Designed for Scientific Learning.com (product-based) and BrainConnection.com (content-based), along with 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 within each site. • Produced banner ads, flash animation, editorial illustration and web style guidelines.

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PARTIAL LIST OF CLIENTS

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

Marketing

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

Small Business, Non-profit

Face Magic
Sunlight Systems
Nature in the City
Tony Ganter for Supervisor
JustOneTree.org
Toce Plumbing
Columbus Cyclery
Poets Plaza
Katherine Petrin Consulting
Marafeeney.com
North Beach ArtWalk
NoMeansNoWorldwide

EDUCATION

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