

# MI AE LIPE

Based in Seattle  
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*For nearly two decades, I have helped companies and individuals create extraordinary, award-winning publications by assisting with writing, editing, art direction, graphic design, custom illustration, graphics and permissions procurement, document formatting, page layout, indexing, print production, and project management. I specialize in long-document projects with complex project management issues and production, often under crisis circumstances.*

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## QUALIFICATIONS

- **Eighteen years in graphic design, publication and logo design, illustration, photo editing, photography, and art direction** with a wide variety of clients, companies, and projects, from technical and marketing to federal and retail.
  - **Sixteen years in editing, revising, and writing**, including technical documentation, scientific reports, corporate marketing materials, regional-interest magazine writing, and marketing copy.
  - **Equally comfortable with designing and revising art and words** for aesthetics, organization, and clarity.
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**EDUCATION** Double B.A., with honors, English and Mass Communications, University of Wisconsin-La Crosse, 1995

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## EMPLOYMENT HISTORY

### **SELF-EMPLOYED (August 2005 to present)**

Sole proprietor of What Now Design LLC, a full-service publications consulting company that specializes in helping individuals and companies publish books, internal reports, and other long documents by providing writing, editing, design, illustration, and project management services. Puget Sound clients include Seattle Children's Hospital, Empower Law, and Emerald Cove Catering.

### **B&E RESOURCE, INC., Seattle, Washington (February 2004 to June 2005)**

A company that publishes *The Wedding Resource Guide* and *The Event Resource Guide*, two publications that are 650+ pages each and list over 400 advertisers that cater to the needs of meeting/event planners and wedding couples.

### **RIVERWISE, INC., Winona, Minnesota (1997 to 2003)**

A publications company that publishes a regional subscription magazine, *Big River*, and provides writing and editing services for such clients as Watlow Controls, Audubon Society, and the Wisconsin Department of Natural Resources.

### **FIRSTLOGIC, INC., La Crosse, Wisconsin (1996 to 1997)**

A leading provider of software and integration services for postal automation and data warehousing markets.

### **U.S. DEPARTMENT OF INTERIOR, Onalaska, Wisconsin (1993 to 1996)**

A federal facility that oversees scientific research on the Upper Mississippi River System in five states.

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## TYPES OF SERVICES AND EXPERTISE

- **Publication Consulting** — *Evaluating Publication Needs, Brainstorming & Conceptual, Brand Marketing*
- **Project Management** — *Scope and Budgeting, Research, Art Direction, Photo and Graphics Selection, Acquisition and Permissions, Production Management, Prepress and Printing Coordination*
- **Editing & Indexing** — *Copyediting and Proofreading, Technical and Substantive Editing, Editing For Translation and Localization, Manuscript Evaluation, Indexing (Electronic and Manual)*

- **Writing** — *Writing, Revising and Organization of user manuals, scientific reports, advertising copy, investigative stories, book and restaurant reviews*
  - **Graphic Design** — *Page Layout, Formatting and Typesetting, Book Design, Cover Design, Marketing Literature Design, Signage and Labeling, Advertising, Menu and Newsletter Design*
  - **Graphics Creation** — *Logo Design, Illustration, Digital Image Manipulation*
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## PAST PROJECTS

- *Self-published autobiographies*
  - *Resource directories*
  - *Full-length nonfiction books*
  - *Marketing collateral*
  - *Own self-published cookbook — all aspects of writing, design, promotion, marketing*
  - *Government scientific reports*
  - *Software and electronics technical manuals*
  - *Patient-facing documentation, forms, and flyers*
  - *Logos and branding identity for small businesses*
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## SELECTED CORPORATE CLIENTS

- *Seattle Children's Hospital*
  - *Banquet & Event Resource, Inc. Service*
  - *Big River Magazine*
  - *Bluff Country Food Co-op*
  - *European Center for Leadership and Entrepreneurship Education (France)*
  - *Empower Law LLC*
  - *Featherstone Fruits & Vegetables*
  - *Firstlogic, Inc.*
  - *Riverwise, Inc.*
  - *Emerald Cove Catering*
  - *U.S. Fish & Wildlife*
  - *U.S. Geological Survey*
  - *U.S. EPA*
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## SELECTED WRITING AND EDITING EXPERIENCE

- **Freelance substantive editor and copyeditor** for many publications, including several nonfiction books for self-published clients, annual report for a Seattle pediatric hospital, and monthly newsletter for a cancer organization. Familiar with working with and checking translated text in European languages during production layout.
  - **Author and compiler** of my own 416-page *Tastes from Valley to Bluff: The Featherstone Farm Cookbook*, self-published 2008 and distributed through food co-ops and organic farms throughout the Midwest.
  - **Production manager for B&E Resource, Inc.** Assisted over 400 client advertisers in writing and editing their copy.
  - **Associate editor for Big River magazine.** Assisted in copyediting editorial features.
  - **Assistant technical editor for Watlow Controls.** Edited user manuals, specification sheets, and marketing documents for clarity, accuracy, and consistency in American English and to prepare them for translation in six languages. Developed in-house style guides listing conventions for metric and imperial units, voltage terminology, and punctuation for French, German, Italian, Dutch, U.K. English, and Latin American Spanish documents.
  - **Technical editor for Firstlogic, Inc.** Pioneered the department's first comprehensive editing system by developing standards for editing all department documentation, including printed hardcopy and online help products. Completed an average of 25 documents monthly, ranging from 300-page user manuals and release notes to cover letters and online help files, many under strict, conflicting deadlines. Collaborated closely with nine technical writers in implementing editing changes and improving overall documentation quality.
  - **Won an Award of Excellence** for editing and illustrating the *Presort User's Guide* in the Society for Technical Communication's 1998 International Technical Publications Competition.
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## SELECTED PUBLICATION DESIGN AND PRODUCTION EXPERIENCE

- **Freelance designer** for many publications, including over a dozen nonfiction books for self-published clients, special publications ranging from pamphlets to books for a Seattle pediatric hospital, marketing materials for small businesses both domestic and internationally.
- **Production manager for *B&E Resource, Inc.*** Assisted 400+ client advertisers in choosing and digitally processing their photographs and logos for their pages in the resource guides; designed page layouts; and maintained consistent formatting and appearance in the 650+-page guides.
- **Art director and photo editor for *Big River magazine.*** Responsible for acquiring and choosing editorial artwork and photography; designed covers and selected cover graphics; designed interior editorial layouts and color palettes. Acquired and selected graphics under budgets of \$300 or less per issue; worked with photographers and artists in commissioning and choosing pieces; digitally processed photography and artwork.

## SELECTED ILLUSTRATION, LOGO DESIGN, AND BRAND MARKETING EXPERIENCE

- Rebranding of internal departmental forms and patient-facing fliers for Seattle Children’s Hospital.
- Full-color logos, cherry tomato packaging labeling, and retail price signs for Featherstone Fruits and Vegetables.
- Technical illustrations of postal automation concepts, software functions, and hardware for Firstlogic, Inc.
- Illustrative cover logos for U.S. Department of Interior scientific reports studying the Upper Mississippi River.
- Color CD jewelcase jackets and labels for the U.S. Environmental Protection Agency.
- Full-color farm pond illustration for the U.S. Geological Survey for a national brochure and poster.
- Marketing flyers and business collateral for Featherstone Fruits and Vegetables.

## PRINTING EXPERIENCE

- Routinely obtain printing bids; oversee printing coordination, press checks, and printer proofs; and serve as a print coordination liaison between freelance clients and commercial printers.
- Successfully coordinated all external printing for Firstlogic’s technical publications department, accepting competitive bids, scheduling to meet release dates, inspecting for quality control, and maintaining inventory.
- Routinely oversaw printing of Riverwise client projects and *Big River* magazine; two- and four-color books, manuals, magazines, newsletters, and brochures; chose specs and did bidding, scheduling, and press checks.

## FINE ART EXPERIENCE

- Published two nationally distributed coloring books in 1983 and 1987, by Price-Stern-Sloan Publishers, Los Angeles.
- Displayed over 30 solo exhibitions of pen-and-ink work in California, Wisconsin, Minnesota, and Washington.
- Painted decorative murals for children’s rooms.

## STYLE GUIDES USED

- *The Chicago Manual of Style*
- *The Associated Press (AP) Stylebook*
- *U.S. GPO Style Manual*
- *The Publication Manual of the APA*

## COMPUTER EXPERTISE

comfortable in both PC and Mac platforms

- *Microsoft Word*
- *Adobe InDesign*
- *Adobe Illustrator*
- *Quark Xpress*
- *Adobe Photoshop*
- *Adobe Acrobat*

Samples of my design work, editing, writing, art, cookbook, and much more are available on my website, [www.whatnowdesign.com](http://www.whatnowdesign.com). References are available upon request.