

# BARRY F. SLOAN

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## PROFESSIONAL PROFILE

Designer and educator focused on creating visual solutions that encourage, motivate, and inspire. Seeking an innovative environment that is team oriented, fun, challenging, passionate, and accountable. Collaborate with talented people doing amazing work.

## EDUCATION

- Oakland Community College, Farmington Hills, MI, **Web Designer Certificate**
- Walsh College, Troy, MI, **Master of Science in Management**
- Eastern Michigan University, Ypsilanti, MI, **Bachelor of Fine Arts, Graphic Design, Graphic Communications**

## TECHNICAL SUMMARY

Adobe Creative Suite, HTML5, JavaScript, Microsoft Office, Adobe Acrobat, Pitstop, Corel Draw Suite, Easy Projects, Enterprise Publishing System, Insite Digital Proofing System

## CORE COMPETENCIES

Art Direction, Graphic Design, Marketing, Illustration, Prepress, Project Management, Education, and Leadership

## EXPERIENCE

Society of Manufacturing Engineers, Southfield, MI

**Art Director, Interim Manager, Senior Graphic Designer, Graphic Designer**, 6/99-Present

- Art Director of the media group's print and digital products including Manufacturing Engineering magazine, SMART Manufacturing magazine, quarterly industry-specific report series, exposition directories, industry-specific supplement series, and custom supplements. Lead prepress designer.
- Member of a five-person creative team developing and implementing graphic and marketing campaigns supporting publications, expositions, conferences, training, and foundation initiatives for a non-profit organization.

### **Accomplishments**

- Lead Designer of SMART Manufacturing design 2015, Manufacturing Engineering redesign, 2010, 2014, 2017
- Lead Prepress Designer of Publication's Products, 2013-Present
- Art Director, SMART Manufacturing, 2015-present, Manufacturing Engineering, 2005-present, Show Directories, 2004-present, Supplements, 2005-present, Industry Reports, 2006-present,
- Art Director Forming & Fabricating magazine, 2001-2005
- Outstanding Performance Award, Lead Designer implementing Enterprise Publishing System, August 2010
- Graphics Department Interim Manager, 2006

Southern New Hampshire University, Manchester, NH

**Adjunct Faculty**, 12/2022-Present

- Online educator teaching Layout and Publication Design, Digital Imaging, and Digital Publishing.

Education First, Coconut Grove, FL

**Adjunct Faculty - Online**, 1/2019-12/2021

- Online educator teaching the English language virtually from the US to Chinese children in China.

Art Institute of Michigan, Novi, MI

**Adjunct Faculty**, 1/2015-12/2018

- Educator of graphic design and foundation courses incorporating work experience in an academic setting.

General Physics Corporation, Troy, MI

**Production Team Leader, Graphic Specialist, Quality Council Member**, 12/1995-6/1999

- Managed production team comprised of graphics, desktop publishing, and editing departments.
- Responsible for work acquisition and prioritization, job assignment, workflow, and labor utilization. Mentor staff, developed training plans, performance-based objectives, evaluations, policies and procedures, and customer service. Self-managed projects and interacted with internal and external clients and suppliers.
- Design, illustration, and copywriting/editing supporting development of technical training programs, promotional materials, catalog planning and production, and marketing proposal development.

### **Accomplishments**

- Promotion to Production Team Leader, 1998
- Art Director, General Motors/General Physics Course Catalog, 1995-1999, Spring Supplement, 1998-1999
- Design and implementation of custom marketing proposal process, 1996-1999

Portfolio available at [bsloandesign.com](http://bsloandesign.com)