

# BALY COOLEY

detail-obsessed / tenacious / collaborative • 917.623.6437 • balycooley@gmail.com

## **EXPERIENCE** DIGITAL PRODUCTION MANAGER • OTG MANAGEMENT (Jan 2013 – Aug 2015)

- Coordinated and managed over 100 iPad restaurant menus in 13 databases
- Set standards and styles for customer-facing language, wrote and edited food and beverage descriptions
- Recruited, hired, trained, and managed team of Graphics Producers and freelancers
- Trained food-service operators to use browser-based proprietary iPad management applications
- Created training materials for operators and producers
- Worked with photographers, software developers, systems engineers, IT professionals, and restaurant operators to ensure technological innovation and operational stability
- Planned for future growth, kept up-to-date on iPad and hospitality industry innovations

## **GRAPHICS PRODUCER • OTG MANAGEMENT (June 2012 – Jan 2013)**

- Created and managed iPad restaurant menus, including writing and editing descriptions
- Responded to help desk requests from operators, performed troubleshooting on technology and CMSs
- Assisted with photography coordination and asset management
- Assisted with printed collateral such as menus, event materials, and marketing pieces

## **PRODUCTION DESIGNER • THE ONION (Oct 2006 – May 2009)**

- Designed effective and compelling newspaper advertising, editorial content, promotional materials, sales collateral, and office forms
- Increased efficiency and accuracy by templating and streamlining workflow
- Organized and maintained archives, and trafficked camera-ready ads
- By increasing speed and automating rote tasks, I was able to take on production for 2 additional markets

## **GRAPHIC DESIGNER • KAPLAN K12 LEARNING SERVICES (June 2003 – Oct 2006)**

- Designed teacher and student materials, curricula and other educational media for school-district clients
- Led creation of workflow and internal communication for exponentially expanding division
- Provided basic troubleshooting for Mac department within a Windows company
- Took over design of marketing and sales materials (including POP, direct mail and exhibits) from separate corporate division, dramatically decreasing turnaround time

## **GRAPHIC DESIGNER • CO-OP AMERICA (now Green America; Apr 2000 – Oct 2001)**

- Rebranded, designed and proofread all printed material for national membership-based nonprofit, including advertising, magazines, directories, annual reports, brochures, direct mail and collateral
- Edited original and photo bank images, and corrected camera-ready ads and blueline proofs
- Evaluated technology needs and recommended purchases or process changes; performed maintenance and troubleshooting for department's computers
- My redesign increased the response rate of a direct mail control piece three-fold

## **GRAPHIC DESIGNER • WILDERNESS GRAPHICS (Sept 1995 – Oct 1998)**

- Designed and produced brochures, marketing materials, teacher's guides, wayfinder signage, visitor's centers, diorama and interactive exhibits
- Guided company from paste-up and typesetting to computer based input and output
- Streamlined archiving system for easier and more consistent reference

## **FREELANCE GRAPHIC DESIGNER (Nov 1998 – present)**

- Print and Web design, production, prepress and consulting for clients such as *Budget Travel*, *The New York Observer*, *Time Out New York*, *Newsweek*, *Complex Magazine*, Scholastic, Catapult Learning, Abrams, the Yale Publishing Course, eChalk, and WiT Media.

**KNOWLEDGE** Content management, InDesign, Illustrator, Photoshop, Acrobat, MS Office, 75 wpm, nursing fundamentals

**EDUCATION** Student of Registered Nursing at Laguardia Community College, projected graduation June 2017  
Bachelor of Science in Studio Art, Florida State University, focus on graphic design & lithography

**VOLUNTEER** Current: New York Cares. Past: Taproot Foundation, New York Hospital Queens

**BONUS!** I am fun to work with and prioritize mission over ego. My interests include food, art, birding, health care reform, and the variety of human experience.