

# BARB LUHRING

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## Professional Summary

Visual communicator delivering engaging, inclusive, print and digital media content for online and offline campaigns, advertising and package design. Onsite graphic recording for events, ideation and more. Developed marketing programs for small businesses, start-ups, manufacturers, the media and more. Deliverables included: logos, brochures, newsletters, infographics, slide deck, podcasts and ads.

## Core Competencies

- **Adobe Creative Cloud Subscriber:** Power User - *Photoshop, Illustrator, Acrobat, InDesign*
- **Team Applications:** *Google Docs*
- **Audio Podcast Software:** *Audacity by SourceForge.net*
- **Social Platforms:** *Instagram, Facebook, Twitter, LinkedIn*
- **Website Development:** *Wordpress 4.9.7*
- **Digital Illustration:** *WACOM Intuos Drawing Tablet*
- **Graphic Recording On Site Drawing:**  
*Pan Pastels and Sharpie Black Markers, on 80 lb. white drawing paper*

## Professional Experience

- **We Draw Ideas: Owner, Green Bay, Wisconsin 2015 - present**  
Oversee company that draws pictures that explain ideas. Provides onsite graphic recording, onsite graphic note-taking, diverse and inclusive digital illustration and more.
- **3W Design Group, Inc: Co-Founder, Sister Bay, Wisconsin 1995 - 2017**  
Early Web development company (*three w's - world wide web*) offering services to tourism, manufacturing, media industries as well as online retailers and more. Created complete identity and marketing packages - print and web - for small and medium sized businesses.
- **Baryenbruch / Oleson Design: Owner, Sister Bay, Wisconsin 1987 - 1995**  
Provided advertising and marketing services to tourism, manufacturing and service businesses. My first computer was a Macintosh SE30 loaded with Photoshop, Illustrator and Quark Express
- **1980 - 1987:** Employed as a graphic designer for the following industries:  
Higher Education; Point-of-Purchase Display and Label Manufacturer; Catalog Wholesaler; Laboratory and Office Furniture Manufacturer.

## Education

- 1976 - 1980: **University of Wisconsin - Stout**, Bachelor of Science in Studio Art  
*Graduated Cum Laude*

## Contact Information

### For References

Contact Barb at: 920-246-7234 or BarbaraLuhring@gmail.com