

# BARB LUHRING

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## Lifelong Multi-Platform Visual and Audio Content Creator

I create outstanding visual and audio content that help my clients engage an audience.

My work includes print, web and social media content: eBooks, audio podcasts, live graphic recording, signage and packaging. My tools are analog - watercolors, ink, pastels and digital - Adobe Creative Cloud apps and a WACOM drawing tablet.

In February 2006, I was honored as one of the first female podcasters in the country at the **First Annual PodcasterCon** held at the University of North Carolina, Chapel Hill. Since 2005, I've created over 150 audio podcasts. **Check out 5 of my favorite here:**  
<https://wedrawideas.com/showcase-your-business-event-or-organization/>

## Core Competencies

- **Adobe Creative Cloud 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 Platform*
- **Digital Illustration:** *WACOM Intuos Drawing Tablet*
- **Graphic Recording On Site Drawing:**  
*Pan Pastels and Sharpie Markers, on 80 lb. white drawing paper*

## Professional Experience

- **We Draw Ideas, LLC: Owner, Green Bay, Wisconsin 2015 - present**  
My work can clarify the path forward for a company, individual or organization looking to enter a new market; add a unique product or service; or adapt to outside economic challenges. The personalized content I create - both digital and analog - will help you tell your own unique story and stand out from your competition.

I also design packaging for the paper industry.

- **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. 3W created complete online/offline strategies, identity packages, websites, graphic design, eBooks and more - for small and medium sized businesses. I supervised up to 6 employees.
- **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; Publishing; Point-of-Purchase Display and Label Manufacturer; Catalog Wholesaler; Laboratory and Office Furniture Manufacturer and more.

## Education

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

## Contact Information

**I have excellent references. Contact me and I'll send them to you.**  
BarbaraLuhring@gmail.com or 920-246-7234

**To listen to audio podcast samples visit:**  
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