

# Moira Ashleigh

**Moira Ashleigh**  
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On-line portfolio: <http://www.solsticesun.com/portf.html>

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## Professional Experience

### Summary

Experienced web/graphic designer and usability consultant with a proven ability to develop websites from conception to completion, emphasizing clean design and ease of use. Strong skills in XHTML, CSS, graphic design, user-interface design, search engine optimization and usability.

### Freelance Graphic Designer ~ SolsticeSun Design, Woburn, MA March 1996 - present

Moira Ashleigh created websites for:

Massachusetts Charter Schools Association (including recent redesign), Jenzablog, Stephen Earp Redware, Choose Jenzabar, Jenny Hinckley, Messagefire, DAGW, D&B B2B Sales and Marketing, Jan Veen Memorial, Meridian Acupuncture. Somewhere Consulting Group, Maine Infant Mental Health, Mary Norwood Campaign, Elias Israel Campaign, Spamwatcher, Convergence 2001, Dave Rizzo Campaign, Dancing Flowers, Triskele Design, WiseWays Herbals, Dean Cook Campaign (highlighted in the Boston Herald October '98), The Libertarian Party of Massachusetts (named #1 third-party website in Campaigns and Elections magazine November 2000), Tribal Ways/Spirit Ways, Dyax Corp, MoonScents.

Created graphics, web templates and usability assessments for ProManage Incorporated and Photo.R.Good.net. Designer and Webmaster for EarthSpirit Web and created specialty sections for the EarthDrum Council website.

Currently webmaster for Massachusetts Charter Public Schools Association, Dream Change, Maine Infant Mental health Association and EarthSpirit websites. Formerly webmaster for National Sports Marketing Network.

Contract work 2006 – present graphic and GUI design for New River, Inc. working on Fund Point Suitability, TIAA-CREF micro-sites and PDF deliverables, Fund Point Research, Bear Sterns, and Hartford Intranet GUIs.

Contract work (2000-2004) for the D&B web application, zapdata.com, included usability studies on the products. Initiated and created a CSS compliant online website for tracking all product and project upgrades, with comments and mockups available to both engineering and quality assurance. Also worked on interface improvements for Integration Manager and Market Spectrum Web products.

Designed logos, business cards, and identity packages for:

Endless Loop Software, Sparta Success Systems, Fountainhead Consulting, Meridian Acupuncture, Authentic Voices Studios, Hawthorne Forest Consulting, The Libertarian Party of Massachusetts, and DAGW.

Created brochures and postcard mailings for EarthSpirit Inc, The Libertarian Party of Massachusetts and Dancing Flowers.

Other projects include a database web application prototype for Net Age, and graphics for a Visual Basic application user interface for Liberty Mutual Loss Prevention department. Worked with Liberty Mutual Web Services to build part of a new customer interface for their secure extranet. Performed a usability study of one of the Liberty Mutual Loss Prevention Intranet applications and the Zapdata web application. Launched multiple national web ad campaigns for the Libertarian Party. Coordinated with SkipJack to implement an on-line donation service for the Massachusetts Charter School Association.

Formerly taught Photoshop CS2, Dreamweaver MX2004, HTML, CSS, usability and website design at Bunker Hill Community College for their web design certificate program.

**Founding Partner ~ Messagefire  
March 2003 – Jan 2005**

Was a founding partner of MessageFire LLP, which sold advanced spam-filtering solutions. Helped devise product strategy, designed the corporate website and the product's web user-interface, and created on-line ads for product marketing. Messagefire was sold in 2004 to MessageGate, Inc. of Bellevue, WA.

**Web Designer ~ USWeb/Utopia Corporation, Waltham, MA  
June 1997 to April 1998**

Tasks included design and HTML production of client websites, the development of various extranets, creating an internal corporate newsletter and website, and collaboration with client design teams, including Security Dynamics (now RSA Security), Ocean Spray and TJX Companies.

**Web Designer ~ Utopia Inc., Waltham, MA  
Sept 1995 to June 1997**

Worked with design department to write HTML and create graphics for numerous customers, including: Salem Five, Reseller Management, MFA Boston, Boston Software Council, and TimeSlips. Did production, editing, and quality testing for the "Made In China" website, which won multiple awards and was listed among Yahoo's websites of the year (1996).

**Skills and Software**

HTML, CSS, XHTML, Javascript  
Photoshop CS2, Dreamweaver 8, BBEdit, Fireworks, MicroAngelo, Acrobat, Quark, Illustrator,  
Freehand, Corel Draw  
Usability analysis, SEO  
FTP, SFTP, Telnet  
Mac OSX and PC platforms

**Education and credits**

Emerson College, Boston, MA Master of Arts: Honors – Theater  
Emerson College, Bachelor of Science: Gold Key – Theater  
Graphic Artists Guild Member since 2003  
MotherTongue, staging director, 1994 to 2005  
University of Bologna, Italy, Assistant Director, International Theatre Festival  
Harvard University, Cambridge, MA, Dance History and Criticism  
Massasoit Community College, Associate of Arts High Honors, Liberal Arts