



R E S U M É S Y N O P S I S

Bevi Chagnon is an information architect, graphic designer, and digital media specialist with a strong background in computer programming. Her 30 years of experience provide her with credentials as a top specialist for every facet of the publishing industry, including:

- desktop publishing, production and graphic design;
- web-development, multimedia and electronic publishing;
- writing, editing and publication management;
- advertising, public relations, marketing and direct mail; and
- programming and computer technology.

Chagnon founded PubCom, a leading print publishing, internet publishing and multimedia technologies consulting firm in metropolitan Washington, DC 15 years ago. The firm not only provides consulting services to major corporations, government agencies and nonprofit organizations, but also customized training in software for the publishing, computer graphics, web design and multimedia industries. The company maintains a specialized training lab for custom classes in desktop publishing, website development, multimedia and computer graphics.

Through her in-house design studio (**i-Imagery Design**, a division of PubCom), she is creative director for print publications, websites, intranets, multimedia production, computer-based training (CBT), and web publications, and has won several industry awards for graphic design.

She has been privately employed by several colleges as an instructor and curricula developer for desktop publishing, graphic design and web technologies.

Proficient on several computer platforms (Windows 95/98, Windows NT, Windows 2000 and Macintosh), she also has a working knowledge of LAN, mainframe, database, telecommunications and Internet technologies.

Chagnon is a frequent speaker and instructor at industry conferences. She is adept at presenting seminars on technology in varied settings to both small and large audiences.

Bevi Chagnon's design portfolio and information about her firm, PubCom, are available at the firm's websites, www.pubcom.com and www.i-imagery.com.

Bevi Chagnon
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Bevi's complete résumé follows ➔

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PRESENT WORK EXPERIENCE

1987–present

Founder, PubCom—The Publishing Communications Group
Takoma Park, MD

*Firm specializes in: **training** in desktop publishing, web development, computer graphics and digital media; **consultation** in technology for conventional print publishing, internet publishing and multimedia; and **assessments** of publications for design, editorial content, internet technology, distribution methods and production methods.*

Since its founding Chagnon has grown her firm from a one-person practice to a leading industry resource for conventional and new media publishing. Based on an array of services for publishing, the firm provides a “soup to nuts” menu of services to government agencies, government contractors, nonprofit organizations, educational institutions, Fortune 500 corporations, small businesses, design studios, advertising agencies, and publishers.

Chagnon has positioned her firm to provide quality service and support to the professional publishing and digital media industries: services include custom training either on-site or at PubCom’s training lab, computer system analysis and hardware/software recommendations for publishing and digital media, and consultation for visual design, audience targeting and use of technology for publications and e-media.

Chagnon formed her consulting practice when she saw a growing need, in light of the rapid technological changes in publishing and digital media, for a complete view of the process of creating and distributing publications—from effective communication methods and desktop publishing to the latest computer technology and Internet publishing.

With 30 years experience in both the publishing and computer fields, she has a solid track record and is able to help other professionals choose and use the right technology for their particular publications. Chagnon knows every step of the publishing process, from inception of editorial ideas through production to delivery to the readers—and she knows where and how computers facilitate that process.

In her work with corporations and government agencies, Chagnon helps them take advantage of in-house office publishing and intranet/Internet sites. In these settings, she focuses on managing information, streamlining operations, using technology to distribute information efficiently, electronic commerce systems for the Internet, and creating user interfaces (GUIs) for internal intranets and external websites.

present work experience continued next page



At PubCom, Chagnon has developed three main areas of expertise:

Publishing, Internet and Digital Media Technology

- needs and production analysis
- analysis of distribution methods
- systems and software applications analysis (Macintosh and IBM)
- systems installation

Training

- software applications for desktop publishing, computer graphics, Internet development, multimedia and digital media publishing
- training of educators in the use of technology in the classroom
- development of computer-based training (multimedia CBT)
- publication development, management and distribution

Publication Assessments

- editorial formats
- visual design
- effective use of digital media
- costs and budgets
- production workflow
- circulation and distribution

1981–present

Creative Director and Designer, i-Imagery Design

(in-house design studio of PubCom)

Takoma Park, MD

Firm provides graphic design, desktop publishing, digital media production, website development, and advertising services.

Chagnon is Creative Director for PubCom's in-house design studio. She and some of the firm's designers have won national awards for their work with print publications. Using state of the art Macintosh- and IBM-based computer systems, Chagnon directs the production of newsletters, magazines, advertising materials, annual reports, corporate identity programs, books, web graphics, websites, interactive multimedia publications, and enterprise intranets.

i-Imagery also develops professionally-designed templates for desktop publishing, websites and enterprise intranets.



P R I O R W O R K E X P E R I E N C E

1990–2000

Instructor of Computer Applications, Area Colleges

George Washington University, Center for Career Education, Publications
Specialist Program, Washington, DC
Howard Community College, Columbia, MD
Montgomery Community College, Takoma Park, MD

Chagnon is a classroom instructor at the college level for desktop publishing, advanced graphic design, computer graphics and website design. She also teaches conventional office applications, including word processing, operating systems, financial management with spreadsheets, databases, and Internet browsers. Her classes emphasize the practical application of computer software in the user's everyday work setting: she specifically tailors learning exercises to the student's on the job tasks.

Chagnon also develops training curricula and manuals. An accomplished writer, she presents detail and step by step instructions in a logical, easy to follow format. Her teaching materials are known and evaluated as very "user friendly," covering highly complicated, technical subjects in a straightforward, nontechnical manner.

1984–1987

Publications Director, Membership DBMS Director, Arab American Institute Washington, DC

Cultural association for Americans of Arabic heritage.

As director of publications, Chagnon developed and oversaw the production of the organization's outreach materials and direct mail campaigns and supervised staff writers and freelancers. Projects included research papers, newsletters, public outreach materials, direct mail, educational materials, and congressional testimony.

She installed the organization's first system of computers and implemented the organization's membership database using DBase II and III, and supervised the maintenance of the 10,000 record database.

1975–1984

Creative Director, Partner, Art For People, Inc. Washington, DC

Firm specialized in publication design for associations and businesses.

Chagnon was a principal and Creative Director of this graphic design and typesetting firm. In addition to design duties, she also trained and supervised both the typesetting and design staff, managed production schedules, and performed general business duties.



Pre-1975

During high school and college, Chagnon worked with several architecture firms, landscape design firms, and printers while attaining her undergraduate degree in architecture and environmental design. Two houses were built based on her architectural designs.

EDUCATION

- 1993 MS-Business, The Johns Hopkins University, Baltimore, MD.
Concentration in business management.
- 1975 BA, Syracuse University, Syracuse, NY.
- 1975 BS Environmental Design, State University of New York College of Environmental Science and Forestry, Syracuse, NY.

Post Graduate Study and Technical Training

Adult learning methodologies	Information systems
Training methods & techniques	Telecommunications
Writing and editing	Internet technologies
Publishing management	Computer maintenance and repair
Advertising	Various computer applications
Public relations	Accounting
Personnel management	Business and financial management

SPEAKING & TRAINING ENGAGEMENTS

- Government Printing Office—1996–present
Publishing management; Electronic pre-press; various desktop publishing and digital media software
- New Jersey Society for Association Executives—1999
Rethink Your Ink: new publishing technologies for print and Internet publishing
- American Society of Association Executives—1996, 1997, 1998
Executive training in computer applications; New technologies for print & Internet
- MultiCom—1995, 1996, 1997
New media for publishing, electronic commerce, and graphic design techniques
- The Johns Hopkins University, Applied Physics Laboratory—1990
Emerging technologies for office publishing



COURSES DEVELOPED BY BEVI CHAGNON

- Beginner and advanced hands-on training in desktop publishing
QuarkXPress, Adobe InDesign, Adobe PageMaker, Corel Ventura, Adobe Frame-maker, CorelDraw, Adobe Illustrator, Macromedia Freehand, Adobe Acrobat
- Beginner and advanced hands-on training in web design and development
Macromedia Dreamweaver, Macromedia Fireworks, Microsoft Front Page, Adobe Acrobat, Adobe Photoshop/ImageReady, web graphics, interface design, Macromedia Flash, and GIF animation
- Beginner and advanced hands-on training in digital video and media authoring
Macromedia Authorware, Macromedia Director and Adobe Premiere
- Management of Publications
- New Directions in Publishing Technology
a summary course in the latest technologies for both conventionally printed publications and new media publications
- Graphic Design and Advanced Graphic Design
- Scanning Techniques
- Electronic Prepress for Publishers
- Electronic Publishing with Adobe Acrobat
- Graphic Design and GUI Design for Web Pages
- Graphic Design and GUI Design for Multimedia
- Graphic Design for Advertising and Direct Mail
- Management of Advertising Costs and Revenues with Spreadsheets
- Hands-on training in operating systems
Windows3.1, Windows 95/98, WindowsNT, Windows 2000 and Macintosh
- Hands-on training in Internet browsers and how to use the Internet

AWARDS & CITATIONS

- 1990 National Composition and Prepress Association, award for typographical excellence and electronic composition
- 1987 Society of Publication Designers, two awards for publication design

PERSONAL INFORMATION

- Language Fluency:* English (American)
- Travel:* Able to travel nationwide and overseas; very comfortable in multicultural environments.
- Hobbies:* music, visual arts, computers, pottery, theater, gardening, short story writing, community volunteer work, and architectural design.

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