

Rhonda Sellers Baro
(304) 242-8354
rsbaro@polyhedronlearning.com
www.polyhedronlearning.com

EDUCATION

BFA, Graphic Design, West Virginia University, Morgantown, WV

SKILLS SUMMARY

Able to demonstrate creative, conceptual thinking, and communications skills; justify and present visual design solutions; manage multiple projects; and function within a team.

Expertise: graphic design, interface design, desktop publishing, pre-press production.

EXPERIENCE

- Participated as a member of curriculum development and marketing teams whose members included graphic designers, instructional designers, programmers, curriculum writers, editors, marketing and public relations staff, and content experts.
- Provided conceptual development, graphic design, and illustration of visual content for computer- and print-based materials. These materials include: CD- and DVD-based educational software and supporting print materials; text books; web sites; magazine and direct mail advertising; corporate newsletters, capabilities brochures, and annual reports; product packaging and retail displays; trade show and museum exhibits; product catalogs; technical manuals.
- Developed communications plans and strategies to promote products and services.
- Developed corporate graphic identity standards and related policies.
- Provided art direction and technical specifications to graphic designers, illustrators, production artists, photographers, service bureaus, and printers.
- Managed design-related aspects of production, scheduling, and costs.
- Recommended electronic production methods, and software purchases and upgrades.

EMPLOYMENT HISTORY

07/04–Present

Creative Director/Co-Founder, Polyhedron Learning Media, Inc., Wheeling, WV—
A full-service technology development company that specializes in creating educational software, audio/video and print materials. Projects include:

- ***High School Virtual Physics Laboratory***: On-line high school-level physics simulations. 3D modeling and web graphics.
- ***New Frontiers—Journeying to Mars with Interactive Technologies***: On-line college-level physics and engineering simulations. 3D modeling and web graphics.
- ***Virtual Physics Laboratory***: On-line college-level physics simulations. Funded through Phase I and Phase II Department of Education SBIR grants and developed in a partnership with Cengage Learning. 3D modeling and web graphics.

- **NASA Explorer Schools—Retool and Enhance:** Middle school curriculum supplements—*Motions and Forces* (physics); *Earth in the Solar System* (astronomy). Graphic design and illustration for computer-based activities and supporting print materials.
- **Planets and Stars and Me...Oh My!**TM: Children’s museum space science exhibit. Exhibit layout and graphic design for interactive displays, still graphics, and touchscreen software.
- **Books:**
 - ***Walking Pleasant Valley***: National Road Corridor History. 88 pages.
 - ***Wheeling: A Brief History***: 108 pages.
 - ***Verses from the Hills***: 50 pages. Folk poetry.
 - ***Wheeling: Historic Places and Familiar Faces***: 24 pages. Coloring book.

Graphic design and production.

08/04–12/04

Advertising Director/Graphic Designer, JBS Technologies, Steubenville, OH—
Designed, produced, distributed, and promoted mobile electronics products worldwide
Continued to work as a contractor 1/04 - 09/06. (JBS went out of business in 2008).

Designed and produced promotional materials and product packaging; Developed concepts and strategies to promote products and boost brand recognition; Served as liaison to Carroll Shelby Licensing for design related aspects of celebrity product endorsement.

02/96–05/04

Graphic Designer, NASA Classroom of the Future/Center for Educational Technologies, Wheeling, WV—A multimedia development group that produces K–12 curriculum materials and provides teacher training, primarily in the areas of math, science, social studies, and technology.

Provided conceptual development, graphic design, and illustration for computer- and print-based educational materials; Served as lead graphic designer for software projects including BioBLAST[®], ExoQuest[®], Astronomy Village: Investigating the Solar System[®], and Foundations of Freedom[®].

12/90–02/96

Senior Graphic Designer, Quest International, Newark, OH—A nonprofit organization whose primary focus is the development, production, promotion, and distribution of products and services for K–12 teachers and students in schools throughout North America, Europe, and Latin America.

Designed and produced multi-component, print-based curriculum products and packaging; Developed promotional concepts and designed direct mail advertising.

03/85–04/90

Manager of Graphic Communications, Ohio Valley Health Services and Education Corporation, Wheeling, WV—Multi-hospital system.

Designed and managed production of print materials and advertising; Participated in the development of communications plans and strategies to promote consumer programs; Managed mailing list purchases and contracts for print, electronic, and outdoor advertising; Coordinated staffing for and participated in community outreach activities.

FREELANCE

- American Anaerobic Digestion. Wheeling, WV. Materials and energy recovery facilities. Corporate identity, display graphics, website.
- Arrow Ecology Ltd. Yoqneam, Israel. Waste management technologies. Display and poster graphics.
- Box-to-Wire. Wheeling, WV. Greyhound racing company. Logo, letterhead.
- City of Wheeling. City Manager's Office, Wheeling, WV. Calendar.
- Wheeling Civil War 150 Committee. Wheeling, WV. Logo, letterhead.
- Dick Kinsley. Granville, OH. Singer/songwriter. Brochure.
- Dierkes Landscaping. Woodsfield, OH. Logo, letterhead, business forms.
- Education Innovations. Leesburg, VA. *The Colonial Age*TM multimedia history game.
- Fort Henry Club. Wheeling, WV. Private social club. 100th anniversary logo.
- Health Net. Los Angeles, CA. Health maintenance organization. Business forms.
- Hometown Bancshares. Middlebourne, WV. Bank holding company. Logo.
- JBS Technologies. Steubenville, OH. Automotive electronics. Advertising, package design, trade show displays.
- The Learning Express. Columbus, OH. Consultants for teachers. Promotional newsletter.
- Leglights. Pittsburgh, PA. Hosiery manufacturer. Packaging.
- Men's Softball League. Moundsville, WV. T-shirt designs.
- Mountain Moon Tailspinners. York, PA. Theatrical group. Logo, cassette cover.
- Oglebay Institute. Wheeling, WV. Jazz series brochure.
- Ohio County Public Library. Wheeling, WV. "Lunch with Books." Logo.
- Piedmont Elementary School. Charleston, WV. A NASA Explorer School. Business cards.
- Plastic Surgery Incorporated. Wheeling, WV. Physicians group. Map.
- Positive Directions. Granville, OH. Consultants for youth programs. Logo, letterhead.
- Preferred Health Plan. Wheeling, WV. Preferred provider organization. Logo, letterhead.
- Public Relations Images. Wheeling, WV. Word processing company. Logo, letterhead.
- Residential Health Care Services. Wheeling, WV. Physicians group. Map.
- *Travelhost* Magazine. Richmond, VA. Maps.
- Wadsworth/Thompson Learning. Belmont, CA. Publisher. *InSight*TM vision science software.
- Union Bank of Tyler County. Middlebourne, WV. Logo, letterhead.
- Universal Bancorp, Paden City, WV. Bank holding company. Logo.