



Rhonda Sellers Baro

rsbaro@polyhedronlearning.com

rsbaro@mac.com

EDUCATION

BFA Art/Graphic Design, West Virginia University (WVU), Morgantown, WV.

SKILLS SUMMARY

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

Expertise: graphic design; illustration; 3D modeling; interface design; publication design; pre-press and print production.

EXPERIENCE

- Participating as a member of development teams with graphic designers, instructional designers, programmers, content experts, writers, editors, marketing and public relations specialists.
- Providing conceptual development, graphic design, and illustration of visual content for multimedia and print-based materials. Materials include software; web sites; newspaper, magazine, direct mail and outdoor advertisements; corporate newsletters, capabilities brochures and annual reports; product packaging; trade show exhibits; product catalogs; technical manuals; retail books.
- Developing corporate and product graphic identities and related standards and policies.
- Developing communications plans and strategies to promote products and services.
- Providing art direction and technical specifications to graphic designers, illustrators, photographers, production specialists, service bureaus and printing companies.
- Managing design-related aspects of scheduling and budgets.
- Managing print production methods and vendors.
- Recommending graphic design-related software purchases and upgrades.

EMPLOYMENT HISTORY

07/04 – PRESENT

Creative Director and Co-Founder

Polyhedron Learning Media, Inc., Wheeling, WV

A technology development company that specializes in creating interactive, multimedia curriculum supplements, mainly for middle school, high school and introductory college-level scientific courses.

Responsibilities include creating and managing all graphic design-related aspects of project vision, development and production. Project components include software interface; 3D models; websites; videos; supporting guides and manuals; promotional materials; exhibits; retail books.

Projects/Products include:

- *Polyhedron iNSIGHT* — 15 interactive vision science demonstrations and experiments with guided exercises, for college-level vision science, experimental psychology and related courses.
- *Polyhedron Physics / Polyhedron Physics +* — 45 interactive, 3D physics lab equipment simulations with data collection tools, for AP high school and introductory college-level physics courses.
- *Mars City – Balloon Physics Challenge* — Interactive simulations and exercises presented within a Mars Base scenario, for high school math, physics and engineering classes.

- *NASA Explorer Schools — Retool and Enhance* — Interactive middle school science curriculum supplements that use and expand upon existing NASA resources. *Motions and Forces* (physical science, physics); *Earth in the Solar System* (space science, astronomy).
- *Planets and Stars and Me...Oh My* — A semi-portable, multi-component children's museum exhibit focused on space exploration and NASA Space Shuttle missions. Computer-based and hands-on activities; small- to wall-size custom graphics; instructional and directional signage.

08/04 – 09/06

Graphic Designer, Advertising Manager

JBS Technologies, Steubenville, OH

A designer, producer, promoter and distributor of mobile electronics products.

Responsibilities included graphic design for product identity, packaging components, advertisements and trade show displays. Worked with marketing specialists to develop concepts and strategies for promoting specific products and boosting brand recognition. 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 research and development center that developed and produced multimedia K–12 curriculum materials, mainly in areas of math, science, technology and engineering.

Responsibilities included graphic design and illustration/3D models for software interface elements; graphic design, pre-press and production management for print components such as manuals and packaging. Lead graphic designer for primary projects *Foundations of Freedom* (US Constitution, history, civics); *ExoQuest* (astrobiology); *Astronomy Village: Investigating the Solar System* (astronomy, space science); *BioBLAST* (biology, space science).

12/90 – 02/96

Graphic Designer / Senior Graphic Designer

Quest International, Newark and Granville, OH

A nonprofit organization that specialized in developing, producing, promoting and distributing life skills education products and services for K–12 students and teachers worldwide.

Responsibilities included graphic design, pre-press and production management for print-based curricula including text books, teacher training materials and multi-component packaging; promotional materials such as direct mail advertisements. Worked with Spanish language content translators and editors. Directed freelance illustrators.

03/85 – 04/90

Graphic Designer / Manager of Graphic Communications

Ohio Valley Health Services and Education Corporation, Wheeling, WV.

An administrative services provider for a multi-hospital system.

Responsibilities included graphic design, pre-press and production management for print materials for healthcare consumers, caregivers, hospital management and staff. Participated in development of communications plans and strategies to promote consumer products and programs. Design and placements for print, television, outdoor advertising and trade show displays. Assisted with media relations, press conferences and disaster drills. Participated in community outreach activities.

10/83 – 02/85

Graphic Designer

Paul Jay Associates, Bellaire, OH

Design consultants, advertising and print services.

Responsibilities included graphic design, typesetting and preparing camera-ready art/mechanicals for a variety of print materials and signage. Assisted in-house office manager and printing staff in coordinating project timelines. Some interaction with clients and direct sales calls.

09/81 – 07/83

Freelance: Part-time, short-term graphic design work through WVU College of Creative Arts.

Internships: WVU Cooperative Extension; WVU Communications; Dinsmore Design (ad agency).

FREELANCE (partial list, dates approximate)

- **Wheeling Civil War 150 Committee** of the Wheeling Heritage organization. Logo, letterhead. (2015)
- **Ohio County Public Library.** Wheeling, WV. *Lunch with Books* program. Logo. (2010)
- **American Anaerobic Digestion.** Wheeling, WV. Materials and energy recovery facilities. Logo, trade show display, prototype website. (2009-10)
- **Arrow Ecology & Engineering, Ltd.** Yokneam, Israel. Waste management technologies. Trade show display. (2010)
- **City of Wheeling, WV.** City Manager's Office. 2006 wall calendar featuring local images, events and schedules. (2005)
- **Education Innovations, Inc.** Leesburg, VA. (1999) *The Colonial Age* educational software. Interface graphics. (1999)
- **Dick Kinsley.** Granville, OH. Singer/songwriter. Brochure. (1995)
- **Travelhost Magazine.** Richmond, VA. City maps. (1995)
- **Mountain Moon Tailspinners.** York, PA. Theatrical group. Logo, cassette cover. (1992)
- **Health Net.** Los Angeles, CA. Health maintenance organization. Business forms. (1990)
- **Preferred Health Plan.** Wheeling, WV. Preferred provider organization. Logo, letterhead. (1990)
- **Plastic Surgery Incorporated.** Wheeling, WV. Physicians group. Information sheet, map. (1989)
- **Box-to-Wire.** Wheeling, WV. Greyhound racing company. Logo, letterhead. (1988)
- **Hometown Bancshares.** Middlebourne, WV. Bank holding company. Logo. (1988)
- **Universal Bancorp.** Paden City, WV. Bank holding company. Logo. (1988)
- **Fort Henry Club.** Wheeling, WV. Private social club. 100th anniversary logo. (1987)
- **Dierkes Landscaping.** Woodsfield, OH. Landscaping and lawn care services. Logo, letterhead, business forms. (1985)
- **Oglebay Institute.** Wheeling, WV. Wheeling Symphony jazz concert series. Poster, brochure. (1987)
- **Union Bank of Tyler County.** Middlebourne, WV. Logo. (1987)
- **Harvest Communications.** Ad agency, Wheeling, WV. Women's health event. Poster, brochure. (1986)

DONATED (services and materials):

- **Moundsville Woman's Club.** Moundsville, WV. Logo design; art for publicity and imprint items. (2012)
- **Wheeling Park High School.** Art for fundraiser imprint items for band, science, and sports programs. (2006–09)
- **Simpson United Methodist Church.** Moundsville, WV. Various design and illustration projects. (1983–present).

Some forementioned entities, products and programs have been reorganized, closed, sold or discontinued. For assistance with contacting previous employers, or if you have questions or comments, please email rsbaro@mac.com.

To see sample graphics, visit <http://www.polyhedronlearning.com/>.



May 2022