

patty zevallos

web and video producer | writing, directing, animation, design, illustration,
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in-depth information and work samples at www.pbzproductions.com

summary

By using lively and easy-to-understand writing, fine-art-based design, and well-organized automated production, Patty has established a reputation over 33 years of producing highly effective web, video, and print. She can handle the whole life cycle: research, writing, editing, directing, design, illustration, and production.

Patty has written and directed video and audio productions. She has helped produce well over a thousand books, magazines, newspapers, newsletters, and brochures for virtually every industry. And she is concentrating now on producing web sites that not only read well, look good, and utilize animation and video, but streamline an organization so it can provide its products or services in an innovative, user-friendly way.

Clients for Patty's creative work have included ad agencies, technical firms, software developers, publishers, large organizations (Freddie Mac, Northrop Grumman, Science Applications International Corp., Electronic Data Systems, Wang Government Services, and Hughes Training), and government agencies (Environmental Protection Agency, General Services Administration, U.S. Aid for International Development, Army Corp of Engineers, Federal Aviation Administration, Department of State, Department of Defense, Department of Justice, Department of Health and Human Services, Department of Energy, Department of the Army, Department of the Air Force, and Department of Agriculture.)

skills

[HTML 4 and 5 / CSS](#) | [Drupal](#) and other [content management systems](#) using PHP and SQL: choosing and adapting themes, adding modules, designing blocks, creating and maintaining [blogs](#), incorporating Flash files and JPGs, more | [Flash](#): frame-by-frame animation, tweening, adding audio and video, more | [online video](#): scriptwriting, directing, camerawork, lighting, audio, [digital editing](#) | user interface design ([UI/UX](#)): research, screen design, testing | [508 compliance](#) | [online audio](#): recording and editing with GarageBand and more | [search engine optimization](#): [social networking](#), [web analytics](#), more | [Illustrator](#): freehand illustration, 3D modeling | [Photoshop](#) and other photo editing: creating original work, adjusting color, cropping | [e-commerce](#) | [Training](#): class preparation, teaching, creation of onscreen and print materials | [Spanish](#): coordination of web sites, speaking Dreamweaver | MS Word | PowerPoint, including advanced animation Corel Draw | FrontPage | Acrobat | FTP software | InDesign

clearance

MBI

education

BA in Radio / Television / Motion Pictures and Political Science. University of North Carolina at Chapel Hill. 1981. While studying for this degree, learned in-depth, hands-on skills in directing, scriptwriting, camera operation, lighting, editing, and audio. Wrote, directed, and worked on the crew of several productions.

experience

Short-term projects. 2/91 to present.

Enterprise Solutions, Inc., contractor to General Services Administration. 7/10 to 4/11. Wrote, designed, and produced several web-based projects using HTML / CSS, Flash, Drupal / Web 2.0 / cloud computing, Illustrator, GarageBand, and photo editing. She was part of an eight-person team assisting GSA with the transition to Electronic Contracting--keeping track of federal contracts online instead of as individual documents. The team uses Business Process Management and agile development to quickly provide innovative, high quality software solutions to GSA. The web-based projects she created included a prototype demonstrating how online training about Electronic Contracting could be produced at GSA. The training module provided step-by-step instructions that explained one facet of Electronic Contracting, both in web-based text and graphics and via a Flash animation. Using the prototype, wrote and produced three online training modules. These training modules used her own narration recorded in GarageBand, screen images, text she wrote, images she made, and other elements that she incorporated into Flash files. In a similar way, also created an animated explanation of how to procure products via a newly developed system. Produced a Flash-based, easy-to-enlarge version of a large flowchart explaining how Electronic Contracting works, designing many images in Illustrator, and creating Flash files for each section. Developed a Flash- and Drupal-based prototype of an interactive overview that shows the status of elements of Electronic Contracting. Wrote and designed a blog explaining usability issues in web and software design by installing a Drupal site, altering it with CSS and modules, and intensively researching what well-designed studies have found on this subject. Edited, wrote sections of, and created graphics for an internal GSA presentation that pinpointed areas of software development procedure that needed improvement. Created a prototype for a universal GSA user interface for Electronic Contracting, and worked on other prototype user interfaces. Researched how GSA could use blogs as an interactive workflow tool, and created a central site using Flash and HTML for GSA to view the web-based projects that she had produced. Also wrote sections for and helped organize the proposal that won the team the long-term contract.

Cognitive Reading Strategies. 4/10 to present. Assisted Dr. Kathleen Thompson in developing on-screen materials for training teachers. Dr. Thompson has invented a unique method of teaching reading to children with learning disabilities that includes visual cues, songs, and cartoon characters. The training materials were originally based on text and pictures, but Patty helped Dr. Thompson add the use of advanced animation and other visual elements. This makes the instruction instantly accessible and intriguing, instead of requiring text-based explanations. Continues to work with Dr. Thompson on fully using online video and animation methods for teaching the instructors and the children themselves. The program is being used by flagship school systems, and will be distributed nationally in the future. Software used included advanced PowerPoint, Gimp photo editing, and MSWord.

Green Living blog. 11/10 to present. Wrote and designed this popular blog that explains, step-by-step, how to live on \$10,000 or less per person per year. The site provides a detailed how-to on managing household finances, cutting expenses drastically, installing solar, and growing food. Installed Drupal, set up the site, then altered the CSS file, theme, and modules. Created images with illustration and photo editing software. Arranged that excerpts from the site appear widely on the internet, including on FaceBook and LinkedIn. Used search engine optimization and web analytics to promote the site and track response.

"Why your web site will probably fail, and how to stop that from happening." Article published online March 12, 2010 and distributed widely on the web.

"Healthcare reform can start now with no high price tag." Article published online February 11, 2010, and distributed widely on the web. The article received attention during the congressional debate on healthcare reform, becoming distributed well beyond the sites where Patty originally placed it. It explains exactly what healthcare reforms can be put in place with little or no cost to the taxpayers.

Illustration classes. 9/05 to present. Teaches drawing and painting to both beginning and advanced students. Patty is also on the forefront of the merge between fine art and web design, using, sometimes animating, illustrations originally done in paint or pencil. Developed a method of teaching drawing that shows dramatic results in four one-hour lessons.

Classes taught by Patty Zevallos. Wrote, designed, and produced this web site that promotes her classes and regularly provides information to her students. Photographed and scanned images, cropped and adjusted them in a photo editor, and worked directly in HTML code to create and update the site. Used script from a Javascript library to produce an online slide show of her own artwork, and uploaded art galleries of her students' artwork.

Tetra Tech 5/92 to 8/08. Worked on call for this environmental engineering and consulting firm, doing layout, template set-up, and illustrations for Environmental Protection Agency, Army Corps of Engineers, and other clients. Helped produce proposals and government publications using InDesign, Corel Draw, MS Word, Acrobat, PageMaker, Ventura, and WordPerfect.

Sold It, LLC. 5/07. Wrote item descriptions and helped manage sales for this e-commerce business, using copywriting techniques that made the text both easy to read and convincing to the customer.

Aldersgate United Methodist Church. 2/07 to 3/07. Designed, set up templates for, and produced publications.

American Statistical Association. 10/06. Designed and produced magazine ads and a newsletter (InDesign, PhotoShop).

Baker and Associates. 10/05 to 2/06. At this architectural and planning firm handling federal contracts, redesigned the look and production method of books that described what renovations were needed at military base schools, in part because of Base Realignment and Closure. Redesigned and produced the company newsletter. Did coordination, editing, proofreading, design, and layout via InDesign.

Wang Government Services, Inc. 7/00 to 9/00. Worked on federal proposals for this company providing computer security. Created PowerPoint slide shows and designed ads. Skills included coordination, writing, editing, design, illustration, and layout via MS Office, InDesign, and Corel Draw.

Premier Technology Group. 7/00. Created a Powerpoint slide show for a Coast Guard proposal.

Construction Specifications Institute. 4/95 to 9/98. Did design, page layout, and revisions for construction industry reference books used in the U.S. and Canada.

GeoLogics. 8/98. Converted files to JPG and PDF for use on the web.

Science Applications International Corp. 7/92 to 9/93. 7/98. Designed and produced full-color booklets and brochures (Quark Xpress, Freehand, Illustrator). Helped produce proposals and other documents for Environmental Protection Agency.

Amex International Inc. 7/96 to 8/96. 4/98 to 6/98. Organized and rewrote a U.S. Agency for International Development book on problems faced by aquatic wildlife in Africa. Edited/rewrote and designed several chapters of *Basic Guide to Using Debt Conversions*, a USAID publication. Helped produce USAID books on East African agriculture (PageMaker, WordPerfect).

21st Century Software. 4/98 to 5/98. Designed, illustrated, and produced this site that was to be first used by potential employees and beta-testers, then expanded to attract potential customers and press contacts.

Spring-Mar. 2/97 to 3/98. Organized, wrote, designed, and produced this web site, including uploading files and troubleshooting. The site promoted and provided a schedule for this nonprofit organization.

All-American Printing. 8/97. Designed and produced corporate identity materials (Quark XPress, PageMaker, and Illustrator).

Walcoff & Associates. 9/92 to 8/97. On an on-call basis, did illustration, design, and page layout for projects such as U.S. Department of Justice newsletters, ads, and brochures; Environmental Protection Agency posters; and Job Corps brochures. Helped produce proposals and other documents for Department of Health and Human Services, National Science Foundation, Department of Energy, and Environmental Protection Agency. Produced illustrations for web pages. (Corel Draw, PageMaker, advanced WordPerfect)

Visma Americas, Inc. 4/97 to 5/97. Organized, wrote, and produced the corporate design guide for this software firm (Quark Xpress).

Freddie Mac. 2/97 to 4/97. Produced and did troubleshooting of seminar training manuals (MS Word). 7/92 to 9/92. Helped with a major seminar for lending institutions by designing and producing the training manual and promotional materials (Ventura, Corel Draw, WordPerfect) and providing feedback to the presenters during practice.

Quyem Systems, Inc. 11/96 to 12/96. Wrote and organized web tech support text for netViz, a software application used to diagram and document computer networks. Developed the list of common problems and their step-by-step solutions.

Curtis & Company. 9/96. Provided consulting assistance with Federal Aviation Administration publications.

Pacific Architects & Engineers. 8/95, 9/96. Helped produce and illustrate proposals (WordPerfect, Corel Draw).

Hughes Training. 8/96. Produced illustrated documentation for military flight simulators (MS Word).

Executive Presentations, Inc. 10/95. Produced forms for online law school applications.

Northrop Grumman Corporation. 8/95. Did production and troubleshooting of a WordPerfect proposal converted from MS Word.

Resampling Stats, Inc. 1/95 to 3/95. Designed and provided a template for their software manual (WordPerfect, Corel Draw).

Computer Learning Center. 11/94. Taught a hands-on class, Introduction to WordPerfect, to CLC company executives and other headquarters personnel.

Watermark Design. 11/94. Produced a National Institutes of Health publication in PageMaker.

The Borden Group Inc. 6/94 to 8/94, 7/93, 1/93. Did writing, design, illustration, and page layout (PageMaker and Corel Draw) on several pre-press projects, including a 40-page magazine and conference promotional brochure for National Association of Meal Programs, newsletters and a brochure for the American Federation of Home Health Agencies, and a child abuse prevention brochure for Fairfax County Human Services. Taught four seminars: Introduction to Desktop Publishing, Introduction to PageMaker, Advanced WordPerfect, and Drawing Techniques with Corel Draw.

Garruba Dennis Design. 7/93. Provided consulting assistance with adapting brochures and ads to Ventura for Urban Land Institute.

VIP Systems, Inc. 6/93, 12/92, 10/92. For this client facing days of production turning footnotes in WordPerfect into footnotes in Ventura for a large document, automated the process and made the conversion instant. Provided two hands-on seminars: The Ventura/ WordPerfect Alliance for Producing Publications, Manipulating Database Information for Ventura Import.

Mathtech Inc. 2/93. Created illustrations for an on-screen presentation for Federal Aviation Administration (Corel Draw).

Electronic Data Systems. 2/93. Produced proposals for federal systems integration clients (advanced WordPerfect).

Innolog, Inc. 11/92 to 12/92. Illustrated proposals for Department of the Army (Corel Draw).

AmerInd, Inc. 10/92 to 11/92. Helped produce proposals for federal systems integration clients.

JWP Information Services. 5/92. Taught a seminar to federal employees on WordPerfect.

Times of the Americas. 2/91 to 3/92. As production manager, redesigned the look and production procedures of this 24-page, semimonthly newspaper on Latin America. Wrote headlines and photo captions, designed pages, coordinated text and images going into the newspaper, and did most pre-press production (Ventura). Also designed and produced the media kit promoting the paper to advertisers.

Dyna Rep Company. 10/91 to 11/91. Handled concept, writing, design, and production of a brochure for a firm marketing electromechanical components.

Callahan and Associates. 6/91 to 8/91. Pre-press production of a two-color newsletter (PageMaker).

Forte Group. 6/91. Training, consultation, and set-up via WordPerfect macros for a Department of Agriculture publication.

Dyna Rep Distributors. Marketing Manager. 7/90 to 1/91.

Coordinated, wrote, edited, designed, and produced catalogs, direct mail, and ads that promoted advanced computer peripherals used in engineering and computer graphics. This Mid-Atlantic distributor sold products manufactured by Houston Instrument, Panasonic, Agfa, Mitsubishi, and others.

Commonwealth Scientific. Marketing Administrator. 2/88 to 7/90.

Corresponded with Japanese and European engineers regarding electromechanical systems used in manufacturing and research by IBM, Sony, and other firms. Assembled the information from mechanical, electrical, and software engineers. Designed and produced publications, and wrote a product catalog. Created an automated system for tracking prospective and current clients that included detailed information on the system required. Later, as Documentation Specialist, redesigned the look and production method of the customized system manuals, greatly decreasing their production time.

Short term projects. 1/87 to 1/88.

Handled writing, design, and layout. Worked on large-scale database project.

Old City Group. Account Executive/Copywriter. 5/85 to 12/86.

For this ad agency, did market planning, writing, and coordination of broadcast and print advertising. Wrote television and radio commercials and managed productions. Used ratings information from television and radio stations to carefully plan targeted campaigns. Directed and managed the post-production of 60 actor promotional videos. For the Department of State, set up shots and operated audio equipment for an instructional video. Wrote brochures, press releases, and work proposals for business-to-business, restaurant, and retail clients.

Short term projects. 6/78 to 4/85.

Impact Advertising. 5/84 to 4/85. For this ad agency that handled retail, restaurant, and financial clients, wrote and coordinated radio commercials and coordinated pre-press production of ads and brochures.

American Telecommunications Corp. 2/83 to 8/83. Wrote, directed, and edited a weekly television program cablecast in the Research Triangle area in North Carolina. Supervised a 20-member production crew and 40-member cast. Used or directed the use of cameras, lighting, audio equipment, and switcher.

The Arts Journal. 5/78 to 8/79. At this newspaper covering the arts in Western North Carolina, wrote articles and edited news releases and columns.

Resume current as of 07/26/11.