

Photo editor, illustrator and designer focusing in content development for web, mobile and digital projects with a focus on editorial, marketing and corporate communications, instructional media and motion graphics.

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## Microsoft — MSW / MNC / MSN

12/11 – 3/15 **PHOTO EDITOR** — *MSW & Microsoft News Center (Prowess Consulting)*

Determined lead visual editorial content for Microsoft employee portal (MSW), along with feature photo and branding illustrations for the Microsoft News Center, serving public relations and corporate communications audiences worldwide.

- Create, edit, license and acquire photos/illustrations for the Microsoft web portal for news, features and promotions.
- Prepare slideshows, along with copywriting headlines and captions for ongoing editorial features and social media.
- Produce UX/UI elements and instructional animations including site walkthroughs, icons, gifs and ad banners.
- Provide training and process documentation for local and offsite editorial staff, as well as ongoing content and features updates throughout the site, using Sharepoint and cross-platform content management tools.

5/11 – 10/11 **PHOTO EDITOR** — *MSN News (Filter Digital)*

License, edit and produce photo assets and slideshows to support news and entertainment features throughout *MSN* and *MSN Latino* partner sites using editorial, PR and stock sources including the Associated Press, Corbis, Reuters, Getty, Alamy, Shutterstock and major television, movie and music studios.

2/09 – 8/10 **PRODUCER** — *MSN Music & Entertainment (Aquent Studios)*

Daily and weekly publishing updates for the *New This Week* and *Listening Booth* pages, in addition to content updates for the *MSN Music* home page, licensing editorial, PR and stock sources including the Associated Press, Getty, Reuters, WireImage, ABC, NBC, Sony etc. Responsible for obtaining advance media from major and independent labels for online streaming, along with promotional photos of artists, bands and for special features. Composed and edited headlines, captions and teasers in accordance with Chicago, AP and MSN style guides.

8/08 – 10/08 **PHOTO EDITOR** — *2008 Olympic Games (Aquent Studios)*

Research, acquire, license and produce editorial feature photos and icons illustrating breaking news stories and events during the Beijing 2008 Olympic Games for use on MSN and MSNBC landing pages.

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## The Seattle Times

6/07 – 3/08 **WEB CONTENT COORDINATOR** — *New Media*

Responsible for daily updates to the *NWSources.com* web site, including photo galleries, email newsletters, promotional and special projects, along with shooting editorial photography feature assignments.

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## PabloAlto Studios

2001 – 2015 **PROPRIETOR**

Freelance and contract graphic design, illustration, photo editing, content production, and copywriting.

# PAUL IRVIN

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## Microsoft

*1989 – 2000* My earlier career at Microsoft covered many disciplines in UX and web design, illustration, motion graphics, including instructional media, product documentation, training, promotional and marketing material.

### **WEB DESIGNER** — *Microsoft Press*

Design and illustration of the [Microsoft Press](#) and [ResourceLink](#) web sites, and related marketing, promotional and e-commerce sections. Provide training to UX Designers and Art Directors in web design, HTML/CSS, image optimizing tools, techniques and design guides. Coordinate product images libraries with Microsoft Studios.

### **WEB MEDIA PRODUCER** — *Windows/Internet Explorer Team*

Design and development of digital media content for a weekly Internet publication feature, including animation, audio/video design for streaming media platforms such as Windows Media, MPEG, Surround Video & QuickTime VR, intermediate level DHTML and Java scripting.

### **DIGITAL MEDIA PRODUCER** — *Systems Division User Education*

Illustration, photography, UX design for CBT and online training products and prototypes, as well as media content licensing and acquisition for Windows audio theme design, including licensing and auditioning vocal and talent for narrative and musical products. Create interactive presentations and banner animations using Director.

### **PUBLISHING SYSTEMS DESIGN** — *Systems Division User Education*

Provide art tools development and training support to design, production and international localization teams. Duties also include LAN and VSS administration supporting file handoff and source control management for internal production teams and outsourced vendors.

### **GRAPHIC ARTIST** — *Systems Division User Education*

Technical illustration, design and support new technical publishing systems. Evaluate, recommend and implement tools and processes for long document and art production.

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## Prior Experience:

[American Passage / Seattle Filmworks](#)

PRODUCTION MANAGER

[Washington Magazine](#)

GRAPHIC & LAYOUT ARTIST

[Stanford University Press](#)

PRODUCTION MANAGER/ASSU Stanford Daily

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## Education:

### **BA in Art, Knox College**

Minored in Technical Theater. Served as Technical Director, Lighting and Scene Designer, Sound Designer, Photography Teaching Assistant, Senior Artist AV Dept., Internship Keith Cole Photo West.

### **Software includes:**

Adobe Creative Cloud (CC), Director, Lightroom, Camtasia, Dreamweaver, SoundForge, QuickTime VR, Ray Dream Studio, DeBabelizer, Ventura Publisher, Sharepoint, Drupal, HTML, CSS, XML, DxStudio, FTP and cloud sharing.

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## References:

*Available on request*