

# MICHAEL P. PORTERFIELD

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## OPERATING SYS.

### Mac (Apple Ile - Ventura)

MacBook Pro & Mac Studio

### Windows (3.x - 10)

## ADOBE

### Adobe Certified Expert—Photoshop

CS5, 3/11; CS4, 3/09; CS3, 4/08

## Creative Suite

InDesign 1.5 - CC 2025

Photoshop 5 - CC 2025

Illustrator 10 - CC 2025

Dreamweaver MX - CC 2024

Acrobat 4 - Pro DC

Premiere 6 - Pro CC 2025

Audition CS6 - CC 2025

## WEB DESIGN

HTML 5, CSS 3, CMS (WordPress, SharePoint, Drupal, eTouch, Joomla), CIW Site Designer

## PHOTOGRAPHY

Nikon d750, d600, d90; Canon EOS 40D

## PEN TABLET

Cintiq Monitor, Wacom Intuos III

## EDUCATION

**George Mason University - Fairfax, VA**—BA, English/Creative Writing, August 1999

## EXPERIENCE

### **NASA Headquarters, Office of the CIO, Washington, D.C. (July 2010–Present)**

### **Senior Graphic Designer / Section 508 SME**

- Web Modernization—Successfully migrated OCIO web presence to newer CMS (eTouch to Drupal, 2014; Drupal to WordPress, 2023)
- Provide complex visual designs and art products intended to meet the communication objectives of the NASA OCIO.
- Projects include but are not limited to: interactive digital publications for tablets and other mobile devices, web design, social media content, multimedia presentations, digital photography, video, brochures, posters, flyers, fact sheets, programs, reports, awards, certificates, matting and framing, hallway exhibits, interactive kiosks, pop-up exhibits, academic and technical historic publications, PowerPoint presentations, scanning, signage, newsletters, and accessibility / Section 508 remediation training.
- Interface with Directors and Managers to help define and initiate projects, develop project schedules and cost estimates. Offer innovative, efficient, cost conscious and creative solutions. Keep customer abreast of any changes in schedule or cost and expedite the resolution of any issues as they arise. Update project data in the task management system. Provide oversight on all projects and use this oversight to support project-level activities. Resolve customer issues and update the database with results.

### **Prospects of Wealth & Resources, Bethesda, MD (October 2007–June 2010)**

### **Senior Graphic Designer**

- Print: designed collateral, white papers, digital video, print ads, photography, presentations
- Web: blog (weblog.wealthengine.com), banner ads, icon design, redesign intranet help site

### **IntraNexus, Inc., Virginia Beach, VA (May 2006–September 2007)**

### **Graphic Designer**

- Re-created the company's corporate identity (Logo, Collateral Material, Signage, Website, Blog)
- Designed all collateral material for Annual IntraNexus Healthcare User Group
- Designed icons and graphics for SAPPHIRE® SPDS program before public release
- Designed weekly employee newsletter and quarterly client newsletter
- Created bus wrap, conference booth graphics, and video DVD for HIMSS 2007 in New Orleans

### **Benchmark Hospitality–The Founders Inn, VA Beach, VA (January 2004–May 2006)**

### **Marketing Information Coordinator**

- Graphic Design / Page Layout - Design ads using Photoshop, InDesign, Illustrator & Acrobat 7
- eNewsletter / Web Design - Using Dreamweaver 8, GoLive, CSS and hand-coded HTML
- Design Quarterly Employee Newsletter - Named "Best of Benchmark Property Newsletters"
- Create Interactive PDF forms for various departments (e.g., Expense Report with calculations)
- Create photo/video CDs and DVDs for Sales Marketing Campaigns (Bordeaux Tasting, etc.)

### **ECPI College of Technology, Virginia Beach, VA (Apr 2002 – Jan 2004)**

### **Web/Graphic Design & Programming Career Advisor**

- Developed an intranet site with resources for the students, employers as well as other career advisors
- Designed Spring & Fall 2003 Job Fair brochure using Photoshop, InDesign, Illustrator & Acrobat
- Taught classes on professional development, portfolio design and interviewing skills

### **True Image (8/01 – Present)**

### **Graphic / Web Designer**

**Clients Include:** D.C. Office of Cable TV • Fairfax County Gov't • O'Reilly Media • Building Engineering & Science Talent • Muse Technologies • National Lymphedema Network • Swan Terrace • Keystone Environmental • Organic Food Depot • Satin Sound Orchestra • Marcus Photography • Camber Corp. • Wicklow Interiors • Christadelphian Advancement Trust • Poetry Society of Virginia • Piedmont Environmental Council • Kids Alfresco • Tidewater Area Concierge Assoc • Moss Meadow School • Elevate Information Security

## TRAINING

*InDesign to ePub Seminar—Washington, D.C. - June 2012*

*Adobe MAX Conference—Los Angeles, CA - October 2010, October 2009; San Jose, CA - May 2008, June 2007*

*Photoshop CS3 Power Tour—July 2007, Virginia Beach, VA*

*The InDesign Conference—Seattle, WA - November 2006*

*Photoshop World—Boston, MA - September 2005; Miami Beach, FL - September 2003*

*Photoshop Creativity Tour—February 2006, Richmond, VA*

*Photoshop Down & Dirty Tricks Tour—Aug 2005, VA Beach; April 2005, Richmond, VA; April 2003, Richmond, VA*

*Photoshop Tips & Techniques - Norfolk, VA—July 2004 (Andy Anderson)*

*Photoshop & Creative Suite Bootcamp - Richmond, VA—March 2004*

*Conference for Adobe Photoshop Users - VA Beach, VA—November 2005; February 2004*

*Photoshop CS Summit - New York, NY—December 2003 (Scott Kelby)*

*Adobe InDesign Training—CompUSA/Adobe Sys. Partnership, February 2003*

*ECPI College of Technology Education Days*

- Adobe Systems: InDesign 2 (Noha Edell)
- Corel Corp.: Design Suite (Michael Daw)
- Quark: QuarkXpress 6 (Henrietta Robinson)
- Macromedia Design: MX 2004 (Ed Sullivan)

*Dale Carnegie Training - March 2001*

## AWARDS / CERTIFICATIONS / ACKNOWLEDGEMENTS

*NASA Certificate of Appreciation—Presented the by NASA CIO, August 2021; October 2014*

*American In-House Design Award Winner—Graphic Design USA - NASA OCIO Logo Design, 2021; NASA Newsletter Design, 2013*

*The Fauquier Times, Front Page 18 April 2012 (Final flight of Space Shuttle Discovery); 9 October 2013 (Sports shot, B3)*

*Adobe Certified Expert, Photoshop CS5—March 2011 (CS4—March 2009; CS3— April 2008)*

*Finalist, "A Toast to Hope" Photo Contest—SCANVA, November 2009*

*Three photos chosen for publication—Schmap.com, October 2009*

*Client Service Award—WealthEngine, November 2008*

*Review Acknowledgement—Facebook Cookbook, © 2008*

*Employee of the Quarter Nomination—The Founders Inn, June 2005*

*Photo in "Viaggiando Immaginando" Exhibit, Trieste, Italy—Science Centre Immaginario Scientifico, Fall 2004*

*Certified Internet Webmaster—InfoTec, February 2004*

*First Place, Suburban Life Photography—Times Community Newspaper, February 1999*

*First Place, Photography Competition—Wakefield School, May 1992*

## MEMBERSHIPS / CIVIC ENGAGEMENT

*Space RCO Hyperspace Challenge—Presentation: "Where Arts and the Space Industry Overlap," March 2024*

*Kettle Run High School— Presentation: "Working in Graphic Design," November 2017*

*NASA Section 508 Committee—Subject Matter Expert, 2010 - Present*

- Present Accessibility / 508 Remediation Training to the Executive Secretariat, NASA Adobe User Group and the OCIO

*International Association of Accessibility Professionals—Member, 2013 - Present*

*NASA Agency Style Guide Committee—Consultant, 2018 - 2020*

*Scott Kelby's 2nd Annual Worldwide Photo Walk Leader*

- October 2013 (Anchorage, AK)
- July 2010 (Northern VA)
- July 2009 (Georgetown, D.C.)

*Adobe User Group—Manager, 2003 - 2020*

- NASA Adobe User Group (2011-2020)
- Presented Graphic Design Workshops at George Mason University's BYTE Week—Fairfax Campus, January 2010
- George Mason University Adobe User Group ('08-'11)
- Hampton Roads Macromedia & Adobe User Group ('03-'08); InDesign CS2 Preso for W'burg AUG, July '07

*Adobe Prerelease Program—Beta Tester, 2005 - 2020 (Adobe CS / CC)*

*National Association of Photoshop Professionals—Listed in the Photoshop World Dream Team Book, Vol. 1, © 2005*