

# Cynthia S. Gordon

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## HIGHLIGHTS OF QUALIFICATIONS

- Experienced in designing accurate and engaging illustrations, using both digital and traditional media
- Strong drawing skills and creativity, with extensive figurative foundation
- Highly competent with the following Adobe Creative Cloud applications: Photoshop, Illustrator, Flash, Premiere Pro, Lightroom, InDesign, Muse, and Edge Animate.
- Proficient in writing clearly and concisely
- A team player with excellent interpersonal and problem solving skills

## PROFESSIONAL EXPERIENCE

### **Owner and Principal, MedAnimations — 2005-Current**

MedAnimations develops easily understood digital animations and illustrations for patients and health care providers. Projects have included both print and web-based work, covering a wide range of topics related to diseases, treatments, medical research, and anatomy:

- Library of 25 introductory animation videos for Rosetta Stone online training course. These animations are part of a self-paced instructional program for Spanish language patient care interpreters now in use at major health care facilities, including Kaiser Permanente hospitals and clinics. Developed with original illustrations, these animations explain the major human body systems (e.g. cardiovascular), as well as major medical specialties and departments (e.g. emergency medicine).
- Detailed animation of innovative reconstructive breast surgery techniques for tumor removal, developed by a plastic surgeon
- Illustrations to accompany various medical journal articles for physicians at UCLA
- Anatomical illustrations for books on cosmetic treatments for skin disorders, singing and vocal techniques, and chiropractic care
- Medical illustrations for web sites, PowerPoint presentations, a hospital magazine, and a healthy lifestyle poster

### **Freelance Illustration and Design — 2000-Current**

Projects have included:

- Web site design for personal training business and non-profit organizations
- Digital image manipulation, photo retouching, and design layout for various web sites and printed brochures, catalogs, and event program covers

### **Director of Physical Planning, UCI Medical Center, Orange, CA — 1989-1993**

- Managed space planning process for new and renovated academic and medical buildings
- Prepared memoranda, meeting agendas and minutes, and other documents
- Conducted meetings with faculty, administrators, project consultants, and staff personnel

### **Manager of Capital Planning, University of California, Irvine, CA — 1980-1989**

- Established and monitored project management procedures and schedules
- Wrote capital budget proposals for University and State review

## **PROFESSIONAL AFFILIATIONS**

### **President, Orange County MultiMedia Association (OCMMA) — 2008-2014**

- Oversaw direction of OCMMA in all policy areas
- Planned and implemented new web site; managed article updates, focused on new Content Management System (Joomla)
- Expanded OCMMA's web presence by establishing and maintaining Meetup.com group site: over 600 members and growing daily
- Promoted greater outreach to other local multimedia associations, universities, and businesses
- Organized and conducted General Meetings of the Association
- Provided financial and technical resources to OCMMA Committee and User Group Chairs

### **Adobe User Group Manager, Creative Cloud User Group - Orange County — 2010-2015**

- Established new Adobe User Group, focused primarily on Photoshop, Illustrator, and InDesign
- Planned and conducted meetings: scheduled speakers, presented software training sessions, procured meeting venues
- Managed Adobe Groups Creative Cloud User Group web site
- Coordinated User Group member benefit program
- Communicated and collaborated with Adobe as official User Group Manager

### **Adobe User Group Co-Manager, Orange County ColdFusion User Group — 2009-2010**

- Planned and helped conduct meetings, and helped manage User Group web site

## **EDUCATION AND HONORS**

### **California State University, Long Beach**

BFA - Illustration, Cum Laude, Dean's Honor List

Certificate in Biomedical Art

BFA Illustration Show, 2002

### **Long Beach City College**

AA - Illustration, High Honors, Student Art Show, 1996

Dramatic Arts Guild Scholarship

### **University of California, Los Angeles**

MS - Comprehensive Health Planning

### **Brandeis University, Waltham, MA**

AB - Psychology, Magna Cum Laude, Dean's Honor List

## **REFERENCES**

References and portfolio available upon request