

## EMPLOYMENT

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### **2004- Multimedia Editor, The Associated Press**

Responsible for overseeing all news graphics and interactives for the U.S. Northeast region. Mentor reporters in ways to tell their stories visually. Identify story trends and manage interactive artists in creating interactive packages to serve as context. Also oversee video producer who guides AP video content for northeastern U.S.

### **2004- Interactive News Artist, The Philadelphia Inquirer**

Designer and programmer of Flash templates and systems for Inquirer online and Philly.com. Major accomplishments include: Automated Flash AS3 photo galleries that allow photographers to post galleries from the field; online mapping application that allows artists to plot interactive data for crime, entertainment, etc.; XML-driven quiz templates; numerous online news features. Responsible for look, feel, usability, maintainability. Duties also include occasional illustration and information design for Inquirer print edition.

### **2002-2004 Interactive Designer, The Associated Press**

Responsible for designing web interactives for feature news. Project involvement included identifying newsworthy subjects, research, writing, illustrating, animating, programming and designing. Served as project leader for 2004 presidential election online graphics. Managed group that created XML-driven graphics for U.S. and all 50 states.

### **1993-2001 Illustrator/Animator, BusinessWeek Magazine**

Creator of magazine artwork and animations for the Web. Responsible for interactive and print versions of charts, maps, illustrations, icons, etc.

### **1991-1993 Graphics Reporter, The Associated Press**

In charge of: AP World Graphics & AP Graphics' 1992 election coverage. Graphics field reporting for: Hurricane Andrew, New York City subway crash, Grand Central Station flood.

### **1988-1990 Graphics News Assistant, The New York Times**

Assisted with all graphics in the Business Day section.

## EDUCATION

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Parsons School of Design  
Bachelor of Fine Arts, Communication Design 1988

## SKILLS

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Software: Flash with ActionScript 3.0 and 2.0, Final Cut Pro, Adobe Illustrator, Photoshop, Acrobat, Freehand, Dreamweaver, Fireworks, Audacity, etc  
Programming skills: HTML, Javascript, PHP, MySQL, XML, Applescript, some Ruby on Rails<br><br>Other: Illustration, photography, video shooting and editing

## LINKS

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My portfolio is available at [www.baseden.com](http://www.baseden.com)