

Grace C. Visconti

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Overall Accomplishments

As a dynamic entrepreneur and self-motivated professional, the principles of creativity, versatility, leadership, innovation, and teamwork have been utilized. Applying graphic design, writing, and editing skills for required projects created value. Employing a visionary approach while implementing effective communication directed at end users, businesses, NGOs, and governments, was a successful strategy. Goals have been reached as a Graphic Designer, Writer, and Editor using a combined visual and literal approach to facilitate positive change.

Education

1985–1986

Sheridan College, Oakville, ON, Canada
One-year 3D Computer Animation Program (Certificate)

1980–1984

Ontario College of Art and Design, Toronto, ON, Canada
Four-year Communication and Design Program (Honors Diploma)

1976–1979

University of Toronto, Toronto, ON, Canada
Three-year Bachelor of Arts Degree
Major in English, Minor in Art (General B.A.)

Experience

2000–2018

Freelance Graphic Designer, Writer, Editor, Blogger, Eagleheart Dynamic (Calgary, AB)
From 2000 to 2018, services as a Freelance Graphic Designer, Writer, Editor, Blogger, and Proofreader under the business name Eagleheart Dynamic were outsourced. Graphic design, writing, editing, and proofreading were done for print and the web to generate business for clients. Services were provided onsite and remotely for companies in Canada, US, and Europe.

Graphic Designer

Jones Graham Consultants/Financial Services Recruiters (2017–2018), Beleza Swimwear (2017), MGX Minerals (2017), Bearing Resources (2017), Oilprice.com (2017), Safehaven/Preservation of Capital (2016–2017), Canadian Securities Exchange (2015–2016), Blue Chip Recruiting (2014, 2017), Crowdability (US 2016), and Registered Rep Jobs (2014–2015).

Graphic Designer and Web Customization

Reactive Medical (2018), Invest Fortuna (2017), I-5 Holdings Ltd. (2017), SenergyIR (2016), and Quantum Minerals Corp. (2016).

Writer and/or Editor

CoinIdol (Bitcoin/Blockchain Writer, Europe, 2016–2018), Genoo and Genoo US clients (Ghostwriter/Blogger, US 2017–2018), Steemit (Bitcoin/Blockchain Writer, 2017), Blush Lane Organics (2016), Mercury Publications/Western Grocer (Freelance Writer, 2015), Resource World (2008, 2011, 2012), and American Massage Therapy Journal (MTJ, 1996, 2000, 2001).

- *Highlight Accomplishments: Created value for many companies as graphic design, writing, and editing helped to promote various businesses through visual and literal means. This enabled success through effective communication for print and the web.*

2015–2018

Photographer Contributor, Adobe Stock (Calgary, AB)

Supplied photographs and other graphic images for clients, especially Graphic Designers.

- *Highlight Accomplishment: Supplied photos and graphic images for creative professionals.*

- 2011–2016** **Alberta Environmental Writer, Digital Journal** (Toronto, ON)
<http://digitaljournal.com/user/478348/news>
Conducted interviews, researched, wrote and edited environmental articles featuring current environmental news in Alberta. Also, travel articles were written that included photo essays.
- *Highlight Accomplishment: Created awareness about many environmental issues specific to Alberta and Canada. Additionally, original photos were featured in travel articles.*
- 2011–2015** **Corporate Blogger, Web Lead Sales Writer, and Business Development Associate, Guarantee RV** (Calgary, AB)
Supplied web content for the Guarantee RV Blog where interviewing skills, writing and photography created value and interest. Engaged various RV manufacturers in interviews that generated consumer appeal for a wide range of RV products. Outlook (Business Contact Manager) was utilized for sales tracking. Used RVs were searched for on Kijiji to resell.
- *Highlight Accomplishments: Provided visual and web content which engaged consumers that led to some sales; wrote letters; generated web leads for sales; and searched for used RV products on Kijiji for resale.*
- 2011–2012** **Freelance Web Design Consultant, YellowWood Networks** (Calgary, AB)
Web design consultant duties included: WordPress theme analysis, creating revised color palettes, photo recommendations, image editing, graphic design, logo creation, writing, editing and video suggestions for diverse companies.
- *Highlight Accomplishment: Worked with the YellowWood Networks team to customize WordPress themes for clients' businesses thus improving their image on the Internet.*
- 2010–2012** **Part-time SEO Writer and Editor, eCopywriters** (San Diego, CA)
Supplied SEO descriptive paragraphs on a wide range of topics and edited other writers' SEO descriptive paragraphs.
- *Highlight Accomplishments: Wrote and edited SEO descriptive paragraphs for businesses to increase their SEO presence and ranking on the Internet. Many businesses benefited from SEO writing contributions and editing, as they were repeat customers of eCopywriters.*
- 2011–2012** **Part-time Freelance Independent English Tutor**, (Calgary, AB)
Assisted students in Language Arts as a Freelance Independent English Tutor.
- *Highlight Accomplishment: Tutoring resulted in better grades and writing skills for students.*
- 2009–2012** **Calgary Environmental News Examiner, Examiner.com** (Calgary, AB)
Researched, interviewed, wrote and edited environmental articles for Calgary and Alberta.
- *Highlight Accomplishment: Created awareness about controversial environmental issues, i.e. protests regarding many nuclear plants to be installed in four quadrants of Alberta.*
- 2010** **Part-time Writer, Pipeno Inc.** (New York, NY)
Canadian Rockies Lifestyle and Tourism Guide
Lifestyle and tourism in the Canadian Rockies were explored.
- *Highlight Accomplishment: Created a website concept featuring lifestyle and tourism in the Canadian Rockies for international travelers. The Nourish Bistro article about the best restaurant in Banff, Alberta, highlighted the owners. International exposure was gained for this quaint, all natural vegetarian restaurant voted the best in Banff, Alberta.*
- 2007–2010** **Editor and Proofreader, Omnilingua Worldwide** (Cedar Rapids, IA)
Proofed, edited and formatted data sheets, slideshows, brochures, CDs and Technical Manuals for the high-end medical technology and automotive sectors.
- *Highlight Accomplishments: Adhering to tight deadlines, large documents were proofed and edited after translators were finished. One assignment, 1,000 pages long, was completed in 4 days. Tight deadlines were always met with this busy translation company.*

- 2006–2007** **Web Content Forum Writer for InbOx.com, Forum Shock and Wired Flame** (Virtual)
Wrote for online forums at specific websites where interesting discussions were generated to proliferate traffic.
- *Highlight Accomplishments: Started discussions on a broad range of topics.*
- 1990–1999** **Graphic Designer and Writer—Print** (Toronto, ON)
Worked as an employee, freelance, and contract Graphic Designer in Toronto for these select companies: Ogilvy & Mather (Studio 88); Harbourfront Corporation; City of Toronto (Communications Division); Mackenzie Financial Corporation; International Council for Local Environmental Initiatives; and Shiatsu Academy of Tokyo.
- *Highlight Accomplishment: Worked as a Freelance Graphic Designer for diverse companies and organizations primarily utilizing print design and production to promote their products and services. Also, the writing career was initiated in Toronto which included features for technology and alternative health magazines.*
- Computer** **Hardware and Software**
- Hardware—Mac Intel (OS X Version 10.5.8, Processor 2 x 2.8 GHz Quad-Core Intel Xeon); and Dell PC.
 - Software—Microsoft Office 2010 (PowerPoint, Word, Excel, Publisher, Visio, Outlook—Business Contact Manager); Microsoft Office 2016 Home and Business for Mac; Adobe Creative Cloud 2015 (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat), Connect for Mac, PC; Quark Xpress; WordPress (CMS); CSS; HTML; MailChimp; and Google Analytics.
- Interests** **Healing Arts**
Received Certification as a Shiatsu Practitioner through the Shiatsu Academy of Tokyo in 1992 (Toronto, ON) and maintains a national membership with the Natural Health Practitioners of Canada (NHPC). While spearheading the drive to regulate shiatsu in Toronto, graphic design and writing were used to educate government officials and the public about shiatsu in support of the preventive medicine paradigm. Mobile shiatsu is practiced part-time in Calgary, AB now.
- Miscellaneous**
Current interests include sewing, cycling, photography, social networking (business), research, writing, filmmaking, screenwriting, travel, videography, finance, investing, cryptocurrencies, web content generation, and Internet Marketing.
- Volunteering**
- 2015–2018** **Volunteer Curator, Viewbug** (San Diego, CA)
<http://www.viewbug.com/member/visionarygrace>
Curated for the popular Viewbug photo contest website and submitted photos to contests.
- *Highlight Accomplishments: In 2015 and 2016, photo submissions were rated in the top 10%, and in 2017, the top 20%. Welcomed new photographers to Viewbug and participated in the Viewbug community.*
- 2016** **Volunteer (Events), National Music Centre** (Calgary, AB)
- 1999–2012** **Volunteer Graphic Designer, Writer, Editor and Photographer, The Crohn’s and Colitis Foundation of Canada (CCFC), Calgary Chapter** (Calgary, AB)
- *Highlight Accomplishments: Designed, edited and produced the quarterly News & Views newsletter in collaboration with researchers from University of Calgary to bring knowledge, understanding, and groundbreaking research to patients and families.*
- Associations** **Member of Professional Associations in Ontario and Alberta, Canada**
Association of Registered Graphic Designers of Ontario (RGD)
Natural Health Practitioners of Canada (NHPC)