

HELAINA JAYE BLUME

Ithaca, New York

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PROFESSIONAL SUMMARY

Visual Communications Specialist and Graphic & Exhibition Designer with 20+ years supporting the development and execution of visual brand across print and digital channels. Demonstrated proficiency in graphic design and layout principles, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, Premiere) and Adobe Express, with experience photographing events, people, and campus environments and editing images for marketing and institutional storytelling. Skilled in designing and producing enrollment marketing, signage, and collateral, developing production-ready artwork, enforcing brand standards for typography, color, and imagery, and organizing, tagging, and maintaining photo and visual asset libraries. Strong attention to detail with ability to manage multiple projects and deadlines, adapt assets for web, social, and digital platforms, and ensure brand consistency.

SKILLS & STRENGTHS

Design & Production: Print and Digital Materials, Layout & Production-Ready Artwork, Template Development, Brand Compliance & QA | Adobe Creative Suite (InDesign, Photoshop, Illustrator) | Adobe Express | Photography: Event, People & Campus Environments, Photo Editing, Retouching, Cropping & Optimization | Visual Storytelling & Image Selection | Digital Asset Management (DAM): Organization, Tagging, Metadata, Archiving, Licensing | Digital Adaptation: Web, Social Media, Email Marketing, Digital Signage | Accessibility Principles (WCAG/ADA) | Print & Digital Production Processes | Project Management, Timeline & Budget Tracking, Vendor Coordination, RFP/RFQ

PROFESSIONAL EXPERIENCE

PROGRAM MANAGER

April 2024 – August 2026

Cornell University, Joan Klein Jacobs Center for Precision Nutrition and Health, Ithaca, NY

- Designed and manage the Center's website (cpnh.cornell.edu), including site structure, page layouts, and ongoing content updates in Squarespace.
- Supported development and execution of Center's visual brand across print and digital channels, facilitating development of marketing materials and visual content for sponsors, partners, and institutional leadership.
- Captured and edited photography for marketing and institutional storytelling; performed image selection, retouching, and optimization for multiple platforms including web, social, and email.
- Organized, tagged, and maintained photo and visual asset library, ensuring proper file naming, metadata, and archival standards.
- Coordinated project intake, tracked timelines and deliverables, and supported creative campaign execution through visual content and supporting graphics.
- Leveraged proficiency in Adobe Creative Suite and video communications systems; partnered across divisions to ensure brand consistency.

DIRECTOR OF EXHIBITS

April 2017 – December 2023

Paleontological Research Institution - Museum of the Earth & Cayuga Nature Center, Ithaca, NY

- Directed all aspects of exhibit program including content development, interpretive strategy, evaluation, label writing, design, and installation for 5,000 sq ft of permanent/temporary exhibits and traveling/offsite exhibits.
- Partnered with Executive Director and senior leadership to plan and implement program strategies and marketing plans.
- Developed and implemented project management plans tracking timelines, deadlines, budgets, and assessment criteria for multiple concurrent projects from conceptualization through installation.
- Supervised volunteers, interns, and part-time fabrication staff; led project teams.
- Facilitated development of materials and information for sponsors, partners, and institutional leadership; managed RFP/RFQ process, fabrication drawings, technical specifications, and budget responsibility.
- Designed and produced informative and educational materials including labels, gallery and teacher guides, marketing materials, emails, newsletters, social media graphics, signage and wayfinding per ADA standards.

GRAPHIC & EXHIBIT SPECIALIST

January 2013 – March 2017

National Museum of Health & Medicine, Silver Spring, MD

- Responsible for coordinating, creating and producing graphic and visual designs to support exhibits, public programs, communications and collections.
- Designed museum exhibits in accordance with established guidelines and ADA standards using graphic and imaging software; generated and evaluated exhibit proposals based on content, schedule, collection and mission.
- Managed all phases of exhibition design, construction, fabrication, and installation; coordinated with staff and contractors.
- Designed flyers, posters, marketing materials, announcements & emails, newsletters, and conference display/booth graphics.

GRAPHIC PROJECT MANAGER

March 2010 – December 2012

Design & Production, Inc., Lorton, VA

- Managed graphics and visual information material throughout final design and fabrication stages for large-scale museums, visitor centers and exhibits, including project planning, schedules and budget responsibility in fast-paced environment with tight deadlines.
- Utilized fabrication drawings and prepared technical specifications for tracking graphic production internally with designers and externally with sub-contractors; managed RFP & RFQ process including estimating.
- Ensured accuracy, attention to detail, and on-time delivery for high-profile national museum projects.

GRAPHIC & EXHIBITION DESIGNER

2005 – 2007

North Carolina Museum of Art, Raleigh, NC

- Collaborated with all museum departments in design and production of internal and external printed materials and in development, design and production of exhibitions, newsletters, magazines and emails.
- Designed annual reports, fundraising pieces, advertisements, brochures, invitations, posters, and educational materials.

WEB / GRAPHIC DESIGNER & TECHNOLOGY SUPPORT SPECIALIST

2004 – 2005

Duke University School of Nursing, Durham, NC

- Created specialized visual information materials for print and electronic media from conception through production; assisted with development, design, marketing and content migration of www.nursing.duke.edu.
- Assisted staff, faculty and students with AV technology, newsletter and email communications, digital photography, scanning, online course management and recording studio technology.
- Developed strong service orientation and ability to effectively work with diverse array of individuals.

GRAPHIC DESIGNER & EXHIBITION COORDINATOR

2001 – 2004

Skidmore College, Tang Teaching Museum & Art Gallery, Saratoga Springs, NY

- Designed and managed production of design, signage, computer and web projects including annual reports, fundraising pieces, press materials, newsletters, educational exhibition materials, wall texts and labels.
- Coordinated and assisted Director in curating exhibitions; researched, designed and assisted in production of exhibition catalogues; interfaced with artists, designers, outside printers and vendors.
- Built foundational skills in project management, marketing, stakeholder communication, and collaborative program development.

TECHNICAL PROFICIENCIES

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat, Premiere | Adobe Express | Photography & Photo Editing | Digital Asset Management (DAM), Metadata & Archiving | VectorWorks | AutoCAD | Final Cut Pro | Microsoft Office Suite | Content Management Software | HTML | WCAG / ADA Compliance | Mac & PC | Email Platforms: Constant Contact, Mailchimp, Squarespace

EDUCATION

MFA, Museum Exhibition Planning & Design, 2009 - University of the Arts, Philadelphia, PA

BS, Studio Art, 2001 - Skidmore College, Saratoga Springs, NY