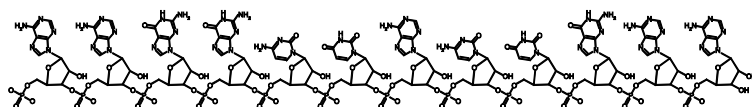


KATE BALDWIN PHD

Scientific Visual Communicator (Freelance)



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Since successfully defending my doctoral thesis in 2013, I have been a freelance Scientific Communicator and Analytical Illustrator. I work for academic labs, health insurance companies, medical clinics, retail sellers, biotech companies, and start-ups. I am exceptional at understanding complex concepts from scientists and converting them into visual diagrams. I have gumption to research new techniques to solve new challenges. Most of my clients are repeat customers and personal referrals because I am friendly, a team player, and produce what my clients want.

EDUCATION:

| DEGREE | SCHOOL AND DEPARTMENT | YEAR |
|--------|---|------|
| PhD | University of Wisconsin, Madison, WI PhD Program in <u>Cellular & Molecular Biology</u> | 2013 |
| BA | <u>Lewis & Clark College</u> , Portland, OR Molecular Biology & Biochemistry and Biology with Honors | 2005 |

SKILLS:

| CATEGORY | SPECIFIC EXPERIENCES, <u>SOFTWARE</u> |
|-------------------------------|---|
| Graphic Design & Illustration | Graphic expertise including scientific figures & decorative projects in Adobe Illustrator . <ul style="list-style-type: none">• Interpretation of scientific data to communicate data/models• Technical illustrations & scaled drawings• Print-ready multi-page layouts in Adobe InDesign |
| Presentations | Polished, coordinated presentations in Microsoft Power Point , Google Slides , and Prezi |
| Business Communication | Appropriate graphing format and framing of data for business audiences using Microsoft Excel and Power Point |
| Text Formatting | Advanced document formatting in Microsoft Word |
| Statistics & Math | Broad statistical training and deep experience with large data sets in Excel |
| Photo Retouching | Sophisticated color and contrast adjustments as well as portrait retouching in Adobe Photoshop |
| Website Design | Website design and publication in Wordpress & Adobe Muse . Proficiency in HTML and CSS |
| Animations & Video Editing | Complex animations in Adobe After Effects , animated Power Points , GIFs in Photoshop Contrast adjustments, titles, pan & zoom, cuts and transitions in Adobe Premiere |
| Laser Cutting | Designing 2D patterns for 3D assembly and laser cutting of paper, wood, acrylic, and fabric |
| 3D Modeling | 3D design of geometric & organic shapes in OpenSCAD and MeshMixer |
| Biology | Deep understanding of Molecular Biology, Cell Biology, Genetics, Evolutionary Biology, Immunology, and more. See a full list of publications at: K8Baldwin.com/publications.html |

SELECTED PROJECTS:

| PROJECT TYPE | DESCRIPTION | YEAR |
|--------------------------------------|---|--------------|
| Annual Review Corporate Presentation | For the past three years I have prepared the power point for the annual review presentation given by the executive in charge of a large regional medical group to their national board of directors. | 2016-2018 |
| Policy Handbook | I formatted and conducted a tone and tense review of a long corporate policy document. | 2017 |
| Lab Website | I made the website for the Chanda Lab , including drawing all graphics. | 2017 |
| Mailing for New Medical Center | I drew engaging graphics and prepared print-ready files for a flier which was mailed to over 6K customers announcing the opening of a new medical center. | 2017 |
| Laser Cut Faceplate | Design and production of a precisely shaped plastic faceplate for the prototype iMyK9 . | 2017 |
| Wildlife Website | Logo, graphics, and website work for Wisconsin WildCare . | 2017 |
| Custom 3D Trophy and Wall Plaques | I collaborated to design and make a 3D-printed trophy cup shaped like a steel firkin for the cask ale winner at OktoBEERfest 2016. In 2017, we engraved the wall awards for the Isthmus Beer and Cheese Fest . | 2017 |
| Aesthetics Website | Website for a cosmetic injections nurse, as well as a printed promotional pamphlet. | 2016 |
| Gallery Show | I was invited to show at " Shared Vision: Tales of Science Illustration , exhibiting the transformations of 'raw' scientific data into artwork that communicates scientific ideas". | 2016 |
| Exact Sciences | Molecular biology diagram for publication and power point slides under Sarah Newby. | 2016 |
| Invited Lecturer | I gave three lectures (paid) at a data visualization workshop for graduate students. Previously, I also lectured on proper graph design at the 2015 Showcase Symposia . | 2016 |
| Invited Speaker and Poster Judge | I gave the dinner lecture on best practices for scientific posters at the June SaferSim Symposium , and judged the poster competition for a speaking fee. | 2016 |
| World AIDS Day | Dec. 1 st is World AIDS day, and for the last 2 years I made the informational graphics (mailers, banners, & web) about HIV prevalence and testing for a large medical group. | 2016, 2015 |
| Social Media Posts | I write educational posts for Wisconsin WildCare on Facebook . Some posts have been shared >30K people and raised hundreds of dollars for the charity. | 2015-current |
| Vaccine Infographic | An infographic was being made to accompany a TV special sponsored by the Howard Hughes Medical Institute. The original graphics company hired was unable to produce scientifically rigorous graphs, so I was hired to take over. I researched the numbers and produced infographics that are both user friendly and accurate. Part 1 . Part 2 . | 2014 |
| Tactile Model | I designed the first hands-on PCR learning tool . | 2014 |
| Scientific Analogy | After talking to a scientist about a new technique, I developed an analogy for lay audiences using a leashed dog reaching for a bone . It was featured in an article . | 2013 |
| Retail Marketing | I developed a dramatically faster process for making hundreds of images mimicking different engraved graphics and name printing for a wooden box company. I also prepare the promotional emails, social media sale graphics, and e-commerce set-up. | 2014-current |
| BioTech Website | I made the Lytic Solution's Website to the business owner's specifications. | 2012-current |