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Alice Gebura

Summary

- Twelve years of direct management experience running a web design business
- Thirteen years as a professional freelance photographer

Smart Alice Web Design & Photography 2006-present

I build customized web sites, developing both written and visual content (including original photography). Services include front-end web development, graphic design for online and printed materials (Adobe Illustrator), content development, photo editing with Adobe Photoshop, and front-end design and build for online stores.

Research shows that images play a more important role than text when it comes to making an impression on visitors to a web site. I work with clients to create unique images that stand out. I photograph client portraits, products, locations, and events. In addition, I research databases for suitable illustrations in the public domain or create them myself.

My clients are small businesses or self-employed entrepreneurs who want reasonable rates, personal attention, someone who is available to explain the technology as well as to consult with throughout the process, and help with future web site maintenance. I train those with aptitude who want to update their web page content themselves.

Recent clients include Kristin Samuelson (<http://kristinsamuelson.com/>), Harry Chalmiers (<https://www.harrychalmiers.com/>), Shuey Smith LLC (<http://shueysmithlaw.com/>), Pony Party Place (<http://ponypartyplace.com/>), and Rene's Latin Dance and Music Studio (<http://renedance.com/>).

My photography has appeared online and in print for the following organizations (partial list):

American String Teacher Magazine	Orchestra of Indian Hill
BOMB Magazine	Museum of Contemporary Art Chicago
Brownbody	O'Shaughnessy Theater
The Cowles Center	Ramsey Hill Association
Hallie Q. Brown Community Center	Summit Living Magazine
Indian Hill Music	Shuey Smith LLC
Insight News	Trisha Brown Dance Company
Jacob's Pillow	Walker Art Center
Lavender Magazine	Morgan Thorson at Weisman Art Museum
Lincoln Center Out of Doors	The Boston Globe
McNally Smith College of Music	

Samples of my client work are viewable at
<http://smartalicewebdesign.com/portfolio.html>.

Freelance Clients

1998-2011

McNally Smith College of Music, St. Paul, Minnesota

- Rewrote the college View Book based on interviews with academic chairs and college administration.
- Reviewed and edited all pages of the college web site for both content improvement and search engine optimization (SEO).
- Designed and built the web site for the McNally Smith College of Music Foundation.

Thompson Steele Production Services, Harvard, Massachusetts

- I was one of a team of six writers hired to develop procedures, reference documentation, and applied- and project-based activities for the *Performing with Microsoft Office* series of textbooks conceived by Iris Blanc of the New York City Board of Education. As project lead, technical editor, and the writer for the MS Word and MS Access books I was responsible for consistency and accuracy across all volumes.
- Writer for the *K-6 Explorations in Art* textbook series published by Davis. This included research, writing, and developing age-appropriate activities for a variety of grade levels.

Arity Corporation, Westborough, Massachusetts

- Wrote the user guide for @tlas, a software data mining and knowledge management product customized for the safety science area of the pharmaceutical industry. Wrote and coded HTML-based online help. Provided training documents and assisted with the training for beta testing.
- Wrote and coded HTML-based online help, press releases, and the product report for LexiLink, web-based software for managing the multiple lexicons and ontologies that support an Arity knowledge management environment.
- Rewrote Arity's web site content and developed story boards to reflect recent product developments and changes in the business strategy.

Hewlett Packard/Compaq Computer Corporation, Nashua, New Hampshire

Wrote the following manuals using SDML-based tools to generate online and printed documents.

OpenVMS floating-point arithmetic on the Itanium® architecture, a white paper describing floating point format differences between the Alpha and Itanium platforms and the options programmers have for reconciling these differences when porting software applications.

Compaq Secure Web Server Version 1.0 for OpenVMS Alpha (based on Apache) Installation and Configuration Guide, instructions for installing and configuring the Compaq Secure Web Server.

OpenVMS Version 7.3-1 New Features Manual, a manual describing the benefits and features of this version of the OpenVMS operating system.

OpenVMS Version 7.2-6C2 DII COE Installation Guide, instructions for installing this version of the operating system prepared specifically for the U.S. Dept. of Defense, required adherence to military standards for terminology, formatting, and printing.

Revised the *POLYCENTER Software Installation Utility Developer's Guide*, conceptual and reference information for programmers writing installation and upgrade programs for applications running on OpenVMS systems.

Professional Projects

Gebura, Alice (2018). "Virtuoso Vivaldi." Projected images by Alice Gebura and Layne Kennedy, MacPhail Spotlight Series.

Gebura, Alice (2016). "What is the Soul of a Man." Paper presented at *Hildegard von Bingen: Bridges to Infinity*, 51st International Congress on Medieval Studies.

Gebura, Alice (2015). "Portrait of Gadu." Jury selection for *The Portrait* exhibit, Minneapolis Photo Center.

Gebura, Alice (2014). "Not Ballet." An exhibit of images from contemporary American dance on display at Camilla Blackman Hall, Indian Hill Music Center, Littleton, MA.

Gebura, Alice (2013). "Lake Superior and Glacier National Park." Landscape photography exhibit at Life Care Center of Littleton.

Community Service

YWCA Saint Paul Girls Emerge: Volunteer swim teacher and equine assistant.

Eye of the Storm Equine Rescue: Volunteer. Created "From the Point of View of a Butterfly," a book of photographs and stories about the rescued horses.

Garden Club of Harvard: President, Board Member. Wrote a grant to fund landscaping at the new town library. Conceived and oversaw development of the courtyard garden and learning environment at Harvard Elementary school.

Townsend Conservation Land Trust: Founding Board member and president.

Indian Hill Music: Founding Board member.

Townsend Conservation Commission

Townsend Arts Council

Education

Technical Writing Certificate, Northeastern University

M.M. Music Theory, with honors, New England Conservatory of Music

B.M. Music Education, magna cum laude, Berklee College of Music