

A painting of a wooden post with a chain and green leaves against a blue sky. The post is dark brown and has a chain of metal links hanging from it. The leaves are various shades of green and are attached to a vine that winds around the post. The sky is a light blue with some white clouds. The overall style is painterly and somewhat abstract.

Creative Highlights By  
**Serena Bales**

[designsbysserena.com](http://designsbysserena.com)

Employment at

**FLIGHT SAFETY  
SERVICES CORP.**

Serena  
2011



# VISUAL DESIGNER

Centennial, CO ▪ November 1998 – July 2001

- Created detailed technical digital illustrations, extensive photo retouching, and animations for eLearning Computer Base Training (CBT) courses for the US Air force.
- Team Lead Designer for the C-141C Paper Based Training (PBT) Courses.
- Provided creative support to the Engineering proposal groups and Human Resource Department.

**Results:** Increase in Airforce pilot safety training. 100% in pilot training of the TCAS TAWS instrument for the C5, C141 and KC135 air-planes.

**Teamed with:** copywriters, editors, developers, programmers SME's, designers, managers, instructional designers, vendors, printers, photographers, and internal and external clients.

**Client:** US Air Force

## SKILLS

### PC platforms

### Software Used

#### Adobe

- Photoshop
- Illustrator
- PageMaker
- Lightwave

#### Microsoft

- Word
- PowerPoint
- Excel
- Outlook

### Job Duties

#### Art Direction

- Project/team lead
- Photo direction

#### Illustration

- Concept sketching
- Technical and realistic
- Digital and traditional
- 2D & 3D

# PAPER BASE (PBT) and COMPUTER BASED (CBT) TRAINING

## Computer Base Training

The images on this page are technical drawings created while I worked for FlightSafety Services Corp. The division I worked for provided training for the Air Force Pilots that flew the C141, C5 and the KC135 airplanes. My role was to create a base panel and for each part that toggled or moved there would be a new graphic created to overlay using Authorware to animate it. An example would be the toggle switches moving up or down, lights on or off, different codes displayed, numbers changing and etc. There where a team of digital artist and each was assigned different training courses to work on at one time. I created the panels shown on this page along with all the graphics that where to be used for the animations. The delivery of these courses where done by computer.

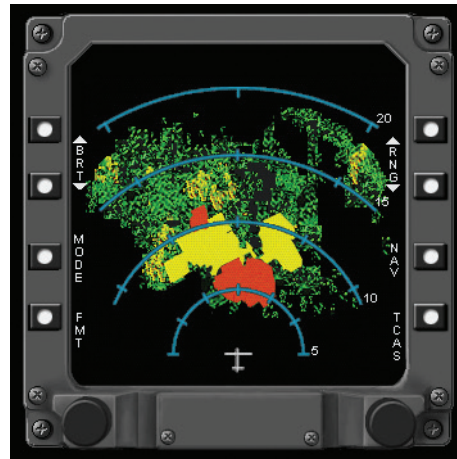
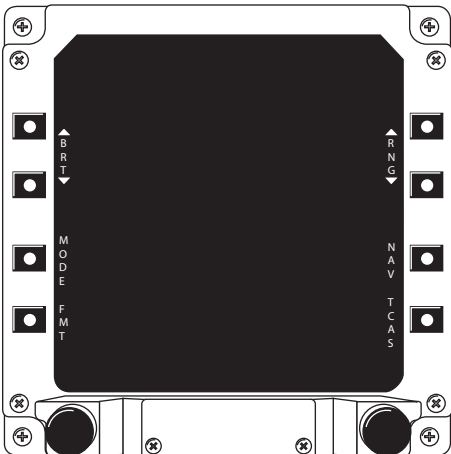
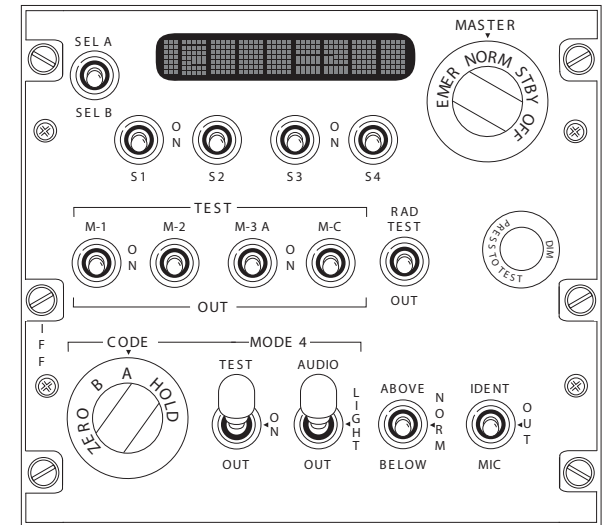
## Paper Based Training

I was the Team Lead designer for the C131 paper based training courses that consisted of over 10,000 technical drawings done in Illustrator and placed either into a Word documents or PowerPoint courses per the request of the AirForce.

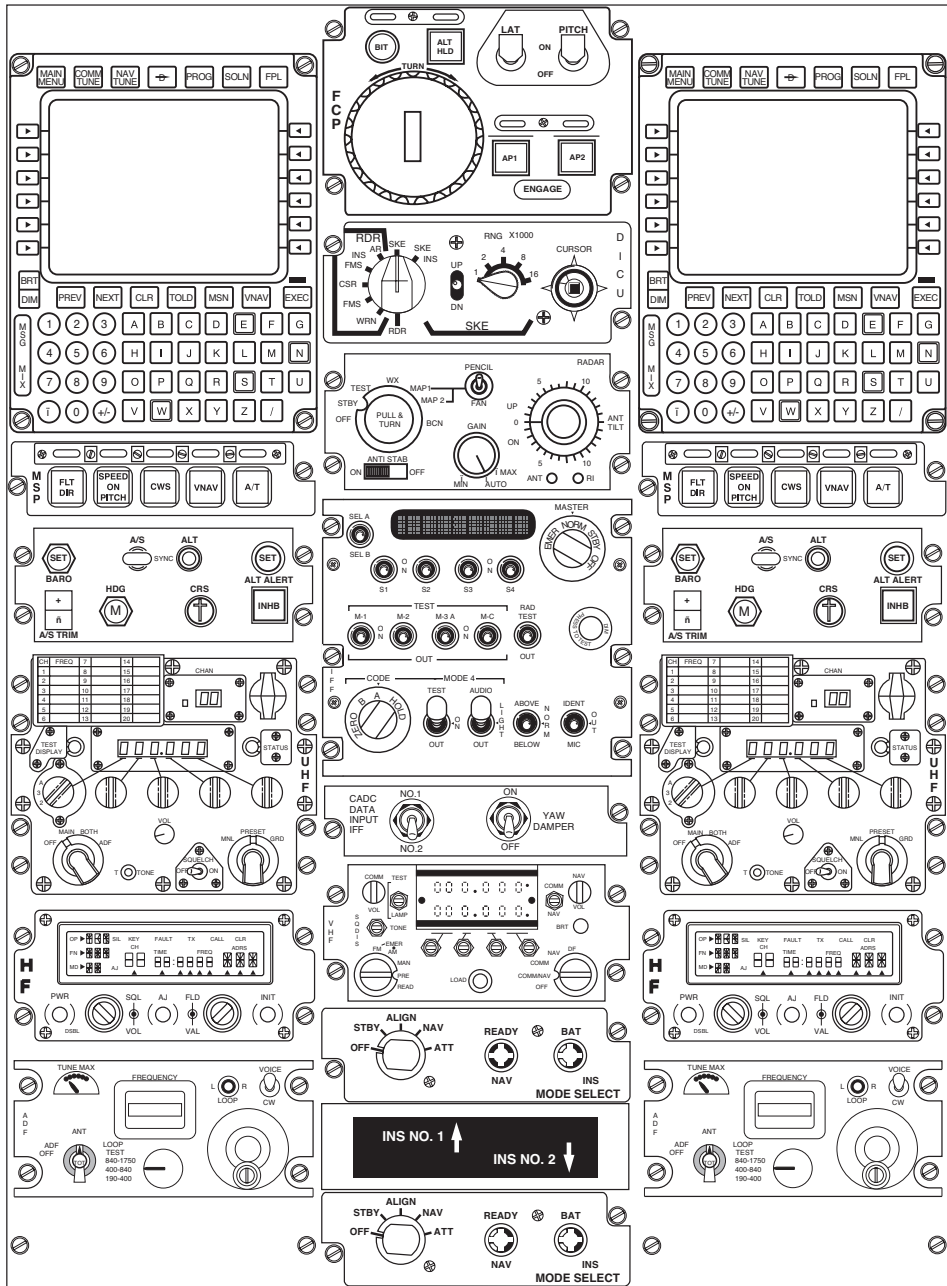
At FlightSafety there was a team digital artists, instructional designers, SME's, programmers, editors, project managers and Air Force collaborators.

All interactive training given to the US AirForce. Not for civilian viewing. Here is the address to Flight Safety Service Corp.  
[www.flightsafety.com/fs\\_service\\_government\\_military\\_conm.php?p=b1](http://www.flightsafety.com/fs_service_government_military_conm.php?p=b1)

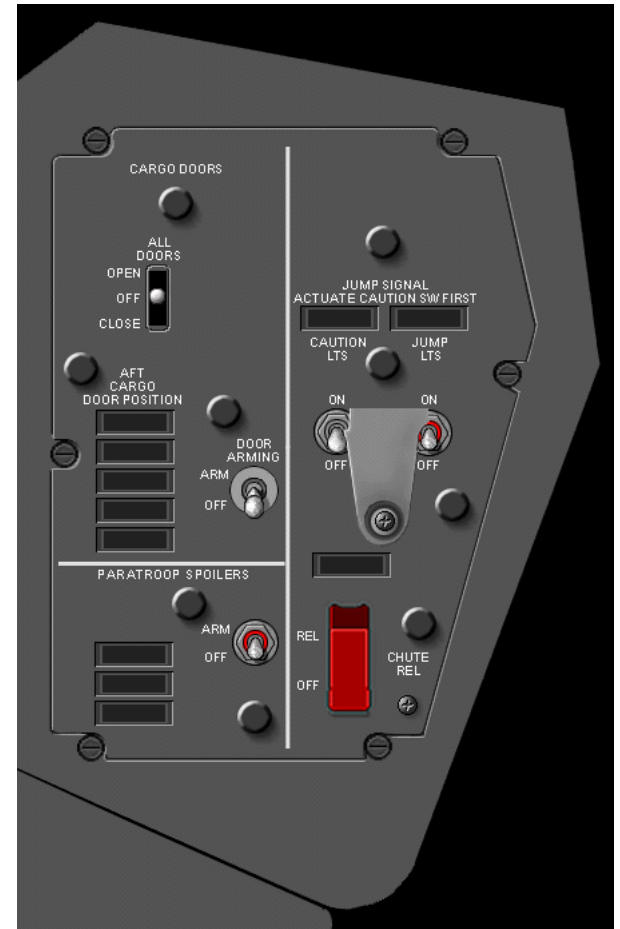


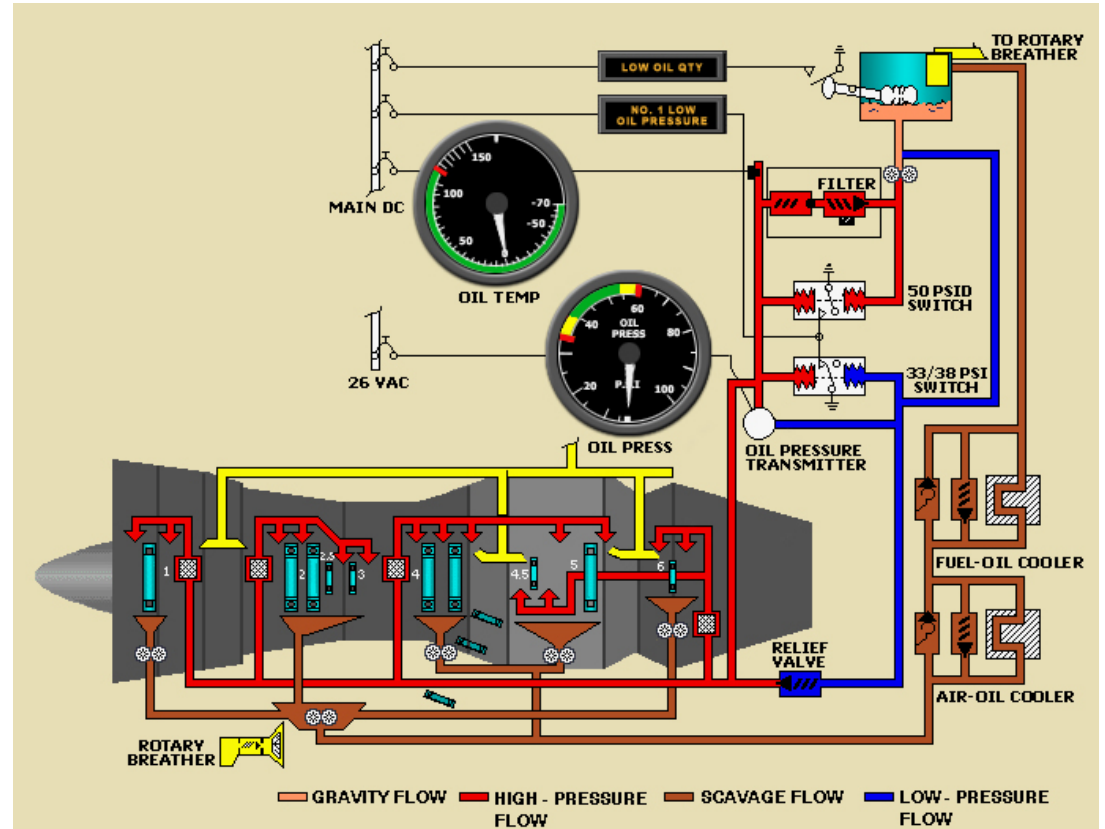
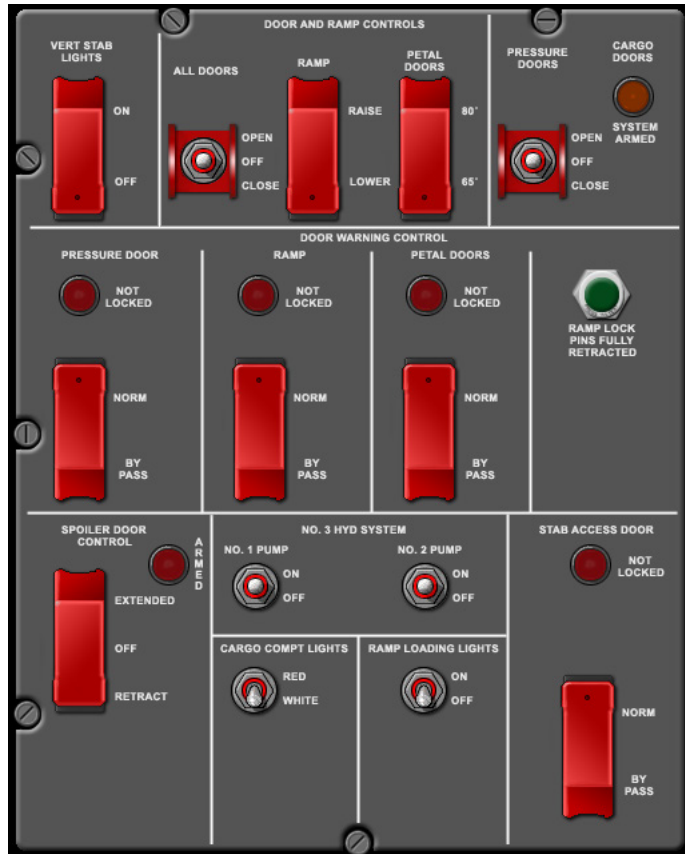


# ILLUSTRATION

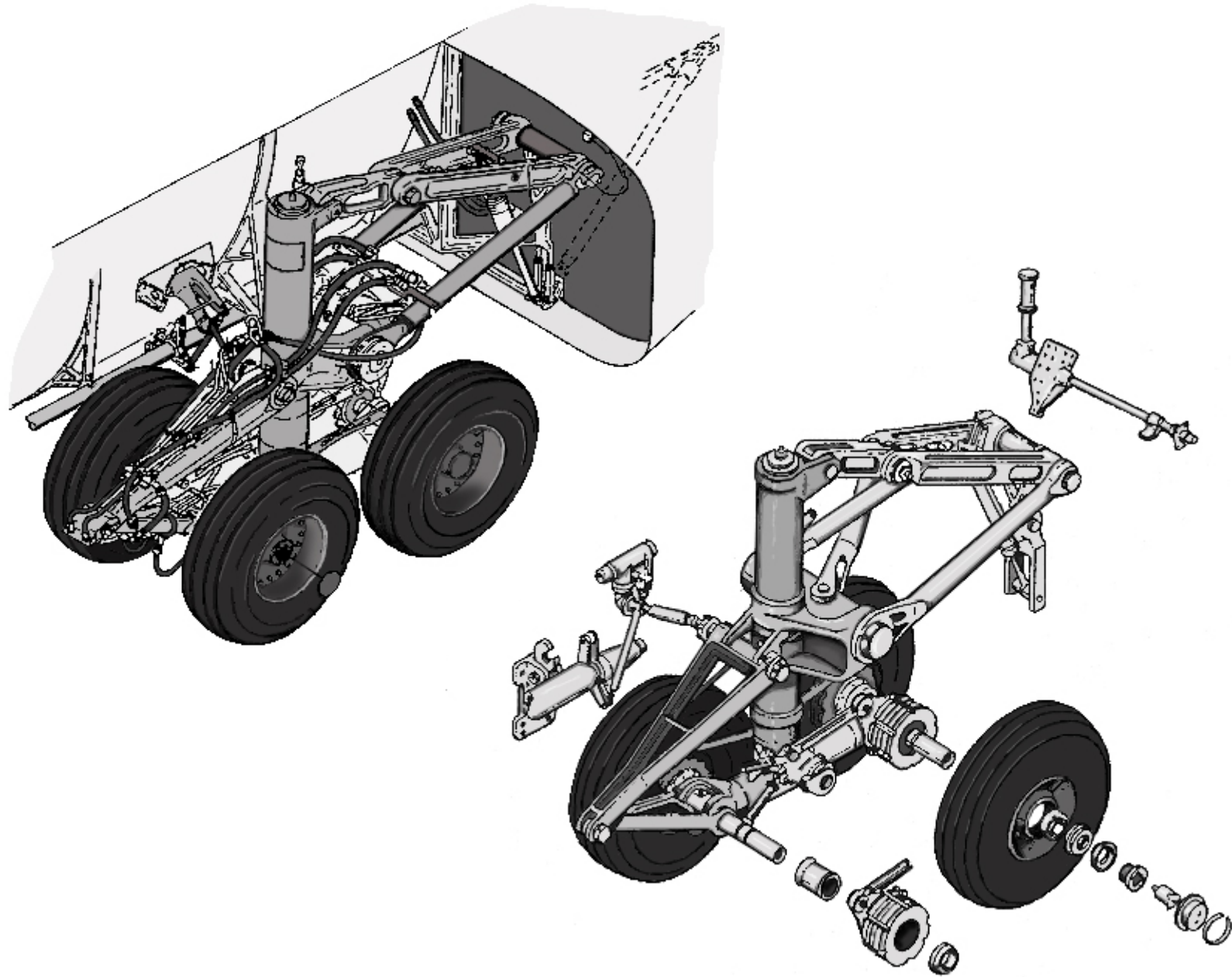


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# ILLUSTRATION





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*Serena*  
2008