

# THERESA PRIDEMORE

## OVERVIEW

I'm a passionate and driven designer with over 6 years experience in web design and 4 years in aspects of print. My varied background and skills allow me to tackle projects with an eye on the big picture as well as the details. I believe momentum, discovery, and innovation are all keys to completing high quality work.

From on-line development to print, strategy to production design, I can tackle all aspects of a project and bring communication pieces into focus coherently and creatively.

## SKILLS

### EXECUTION

Print design  
Web, print, & PDF production  
Web site design & development  
Signage design & development  
Product, portrait, & on-site photography  
Illustration in a variety of media  
Basic writing, copy editing, & proofreading

Strategy  
Identity development  
Short & long-term marketing  
Project management

### BIG PICTURE

## TECHNICAL PROFICIENCY

**Adobe:** Photoshop, Illustrator, Image Ready, After Effects, In Design, Acrobat  
**Macromedia:** Dreamweaver, Flash, Fireworks  
**Coding:** HTML, DHTML, CSS  
**Microsoft:** Word, Excel, Powerpoint  
**Systems:** Mac, PC  
**Other:** Quark XPress

**Video Editing:** Final Cut Pro  
**Video Cameras:** Canon XL1, Canon GL1  
**Still Cameras:** Traditional/Digital SLR

**Freelance & Contract** | Aug. '00 – Present  
*Marketing, Identity, Web, & Print Designer*  
Build identity and marketing strategies for small to medium-sized businesses; design, coordinate, and manage client sites; design and delegate printing for identity and marketing materials; manage long-term client relationships and contractor work; perform high-end to production-oriented design tasks for other agencies.

### Clients

Hawthorne Wellness Center, Kalagiya West, Lotus Lantern Healing Arts, Curiosity Group, Grip Media, and other local businesses

**Curiosity Group; Portland, OR** | Nov. '02 – Oct. '05  
*Web, Interactive, & Print Designer*

Conceptualized and executed design strategies for web sites, e-mail, and other on-line campaigns. Worked in a variety of other areas including print, studio photography, printable craft projects, animated demos, interactive tools, and overall user experience.

### Clients

Hewlett Packard, LightScribe, Apple, MacForce, Foray Media, in-house

**PhotoArts Studio; Hattiesburg, MS** | Feb. '02 - Nov. '02  
*Webmaster*

Created, maintained, and oversaw training of employees in maintenance of on-line web presence for a small photo supply retailer and gallery. Implemented shopping cart software, maintained product database, and photographed extensive catalog of products.

## EXPERIENCE

**Lucas Arts, LLC.; San Rafael, CA** | May '00 - Aug. '00  
*User Interface Artist*  
Designed user interface screens for Nintendo 64 game, "Battle for Naboo" during a three month paid internship.

**USM Tech. Resources; Hattiesburg, MS** | Oct. '98 - May '00  
*Print & Web Designer*  
Created presentation materials for university faculty and staff; designed various print materials and processed slides. Advanced to Web Designer position; created and maintained over fifteen sites during tenure. Implemented a systemized strategy for professional interaction with university clients.

### Clients

University departments and programs

**Kinko's; Jackson and Hattiesburg, MS** | Mar. '97 - Aug. '99  
*Computer Services Coordinator*  
Designed brochures, business cards, letterhead, resumes, and other business materials. Advanced to coordinator position. Closely monitored incoming projects. Became knowledgeable in the use of black and white and color digital reproductions.

## AWARDS

**48 Hour Film Project**  
*Best Script & Best Credits*, "My Mom, My Hero" | '04

**USM Annual Art Show**  
*1st Place in Photography*, "Greed" Series | '01  
*1st Place in Graphic Design*, Honors College Site | '00

## EDUCATION

**The University of Southern Mississippi** | Aug. '97 - Dec. '01  
*B.F.A. in Art, Emphasis in Graphic Communication*  
Magna Cum Laude, Graduated with Senior Honors

## CONTACT

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