

THEA KEARNEY

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WEB & PRINT DESIGNER • GRAPHIC ARTIST • ILLUSTRATOR • ANIMATOR

PROFESSIONAL PROFILE:

Multimedia artist with over 10 years of experience and proven ability to transform concepts into online, interactive reality and eye-catching print promotions. Excellent communicator with great attention given to the detailed aspects of web site production from navigational outline and text editing, to graphic design and coding while working within a client's budget and maintaining focus on the client's overall goals.

SOFTWARE AND TECHNOLOGY SKILLS:

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| <ul style="list-style-type: none">• Macromedia Director• Macromedia Flash (with Intermediate Actionscript)• Macromedia Freehand• Macromedia Fireworks• Macromedia Dreamweaver• Macromedia HomeSite• Adobe Illustrator• Adobe Photoshop, ImageReady, GoLive• Adobe InDesign• Adobe PageMaker• Adobe Acrobat Professional• Adobe Premiere• Quark Xpress | <ul style="list-style-type: none">• Corel Painter• Corel Wordperfect• BBEdit• HTML/DHTML• Cascading Style Sheets• Javascript• Microsoft FrontPage• Microsoft Access• Microsoft Office (Excel, Word, PowerPoint)• Internet Explorer• Netscape/Mozilla• DigiDesign ProTools• Macintosh & Windows Operating Systems |
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WORK HISTORY:

INDEPENDENT CONTRACTOR – The TK Multimedia Company – Park Slope, Brooklyn, NY
Freelance Web and Print Designer – April 1995 to Present

Retained by diverse clients (see sample clients listed below) to create original art and graphic layout of content, banners, logos, illustrations, 2-D and 3-D animations for Internet sites and CD-ROM titles. Interface design, incorporating interactive elements and e-commerce initiatives; coding, review and testing; work closely with senior executives to conceptualize, design, and launch Internet sites furthering client's goals. Graphic design, illustration and layout of 4-color process (CMYK) and spot color (Pantone) printed materials.

Sample Clients:

Matt Thomases, Sculptor

A portfolio site for a local sculptor working in both bronze and steel; designed and coded from start to finish. Provided ideas and solutions, as well as graphic design and layout for printed promotional items such as business cards and postcard mailings to advertise the web site to prospective buyers. Matt Thomases wanted a simple site to display selections of his work without putting his entire catalog online, and to have the sculptures be the main focus, rather than the web site design.

Poetry Town

This is one example from several poetry web sites designed and coded from start to finish. As with similar web sites of this kind, it was designed with a strict budget in mind. The main purpose of the site is to highlight the poet's accomplishments, provide excerpts and reviews of poetry, an ongoing calendar of events, and information on purchasing books. Since launching the web site, the client has seen a dramatic increase in attendance at poetry events and increased book sales.

Optometrists Network

Optometrists.org began in 1996 when its flagship web site vision3d.com was published on the Web. One month after its launch, vision3d.com won the Internet Medical Site of the Week Award and was receiving over 10,000 visitors a month. While doing graphic design, production and HTML coding for the Optometrists Network, visitor traffic continued to increase and new areas of the site were launched including a special section on Strabismus (eye conditions) and other affiliated optometrists sites such as COVD.org were designed and coded.

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WORK HISTORY, continued**Great Outdoor Recreation Pages (GORP)**

Web site production in consultation with the art director on coding and redesign of GORP, the premiere travel and outdoor adventure site on the internet; Additional HTML hand-coding projects, redesign and updates to GORP's client sites. Created Image Maps and scripts for batch processing of image files and optimizing web site graphics. Acquired hands-on working knowledge of a networked PC environment, Windows NT/95/98. Learned about browser differences of I.E. and Netscape; exposure to ASP, Javascript and XML concepts and implementation. Helped GORP expand from 10 employees in a small home office to a 60+ staff in a large corporate building; to become part of a large travel network with over 100,000 pages of the Internet's best travel content.

SmartMoney Interactive

Site redesign of graphic elements and layout for SmartMoney Interactive's premiere online financial magazine, a joint publishing venture of Dow Jones & Company, Inc. and Hearst Communications, Inc.; The *Web Magazine* described this site as a "...clean, easy-to-navigate hub." and gave it the highest rating for design and content in their September 1997 issue; Also created editorial spot illustrations for various articles on the SmartMoney site.

ASSISTANT CREATIVE DIRECTOR – Byron Preiss Multimedia, Inc. – New York, NY

March 1994 to March 1995 – Worked as full-time staff on production and design of CD-ROM titles, including *The Ultimate Frank Lloyd Wright* and *The Ultimate Einstein*. Designed 4-color process print materials such as magazine advertisements and box covers for various interactive titles using Quark Xpress. Art direction and interface design for *The Sci-Fi Channel Trivia Game*, and *Forbes Greatest Business Stories of All Time* CD-ROMs.

ONLINE PORTFOLIO:

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| <ul style="list-style-type: none"> • www.stephenmassimilla.com • www.rochelleratner.com • www.poetrytown.com • www.italianamericanwriters.com • www.matthomases.net • www.optometrists.org • www.covd.org | <ul style="list-style-type: none"> • www.pressvision.com • www.washingtonwalks.com • www.gorp.com • www.smartmoney.com • www.theamusic.com • More sites and complete portfolio available at:
www.tkmultimedia.com |
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EDUCATION:

M.F.A. in Computer Art & Design – The School of Visual Arts, New York, NY – June 1993

B.F.A. (Cum Laude Honors) in Computer Graphics with a minor in Art History – The University of Massachusetts, Amherst, MA – June 1989

TEACHING EXPERIENCE:

Substitute Teacher – Huggs Day School – Brooklyn, NY – March 2001 to September 2002

Assistant to teachers at a pre-school for children (ages 2-4); reading books, arts and crafts

Continuing-Ed Instructor – Introduction to Adobe Illustrator

The School of Visual Arts – New York, NY – June to August 1997

Classes consisted of groups of up to 30 adults during weekend 2-day seminars for 8 hours each

OTHER SKILLS AND CERTIFICATIONS:

- **Singer/Songwriter:** guitar, drums, and bass – 1994 to Present
- **Sound Engineering Certificate:** Manhattan Recording Workshop – New York, NY – December 1999
Introduction to SSL 6000 console, Studer 24-track, Digidesign ProTools, midi, signal processors, sound physics, microphone placement and studio protocol
- **Voice-overs for Radio, Television, and Other Media:** The Voice Bank – New York, NY – August 1998

References Available Upon Request