

Tessa Blakeley Silver

Brooklyn, NY Minneapolis, MN

Portfolio and References available for review upon request:

:::Skills:::

:::Programming Languages:::

client side: JavaScript (AJAX techniques) - ActionScript 2.0/3.0

server side: PHP - Python - ColdFusion

frameworks/libraries: JQuery (JavaScript) - CodeIgniter (PHP)
- Django (Python)

data management: MySQL - SQLite - XML

mark up: XHTML/HTML5 - XML - MathML - XSL - CSS

:::Animation/Multimedia/Interactive Web:::

Adobe: Flash - Flex - AIR

:::Design/Layout:::

Adobe: PhotoShop - Illustrator

Open Source: GIMP - Inkscape

:::Video/Audio Sampling/Editing:::

Apple: QuickTime Pro - iMovie

Open Source: Handbrake **Audio Wave Editors:** Audacity
(Mac) - Goldwave (PC)

:::Education:::

:::Macromedia Training:::

Raleigh, NC 1999

Completed Macromedia's course in Generator

:::University of the Arts:::

Philadelphia, PA 1998

Completed the Continuing Education courses: Multimedia Design and Advanced Multimedia Design

:::Cyber Solutions:::

Lancaster, PA 1997

Received Cyber Solutions Certification for Design/Advanced PhotoShop

:::Phoenix Art Institute:::

Phoenix, AZ 1994-1996

Received an Associate of Specialized Business Degree for Advertising Design

:::Eastern New Mexico University:::

Portales, NM 88130 1993-1994

Completed General Requirements and Art Courses while working toward a BFA Specializing in Advertising Design

:::Experience:::

//Packt Publishing, Birmingham, UK 10/06-current

Author

Packt is a technical publishing company, producing cutting-edge books and eBooks for communities of developers, administrators, and newbies alike. Recent titles include: *Joomla! 1.5 Template Design*, *WordPress 2.8 Theme Design* (3.0 update coming soon), and *WordPress 3.0 and jQuery*

//Freelance/hyper3media LLC, New York, NY 03/05-current

Interactive development, programming and consultation as well as art direction and design work for various clientele

Projects include: Website development, learning interactions, full courses and multimedia development with Flash/ActionScript 3.0 as well as mobile platform development using HTML5/CSS3 and JavaScript/jQuery. Clients include: **BBDO** (Atmosphere), **McKinsey & Co.**, **Pinerock** and **MediaEtc.**

//eHigherEducation, New York, NY :: 09/02-06/05

Developer/Director of Interactive Technologies

Joined this online education start up to head up creation and interaction development and research regarding games, simulations and role plays. Responsibilities include assessing all media required for eHigher's suite of on line courses and institutes as well as delegating and coordinating the creation of all courses flash, graphics and other audio/visual media across a team of interactive developers and graphic designers.

Complete work history follows on second page.

://Freelance/hipsway media inc., New York, NY :: 09/00-2002

Interactive development, programming and consultation as well as art direction and design work for various clientele

Projects included: **Fuji Film North America and Irwin Levine and Associates**: ASP powered Flash and QuickTime CD-Roms that use internet connectivity to update content and track testing of Fuji Film North America's Retail and Technical Equipment Trainees
www.adiamondisforever.com: The Design Gallery. Introduced to the development team by MISI Co., the project was created for **The Diamond Trading Company (formerly DeBeers)** with J. Walter Thompson's Digital JWT Group. The sub-site is an all Flash and Generator powered diamond designer's review, which immerses the viewer in a fully interactive, object oriented, scalable and 3-dimensional experience. And, The **L.A. Times**: Media Kit Business Card-Rom with QuickTime video interaction and active web update features.

://www.mh2o.com, New York, NY :: 12/99-08/00

Creative/Multimedia Director

Joined mh2o.com as Multimedia Developer tasked with creating a *cross-platform-able* Macromedia-based CD-Rom/web hybrid solution for their existing VB-based CD-Rom which was not compatible with Mac platform users. Working closely with the company's CTO, responsibilities grew to include management of back end development which required developing a working knowledge of Progress Databases and WebSpeed as well as Creative Direction of the all Flash4/generator high bandwidth site. As Creative Director, set standards and policies for the newly developing in-house interactive design department and interviewed, selected and built the final team of 4 designers and dhtml/Flash Action Script coders.

://PricewaterhouseCoopers, Philadelphia, PA and New York, NY :: 08/97-12/99

Senior Associate: Marketing Multimedia Developer

Starting with packaging design and collateral layout design in Marketing, quickly grew within the position and was promoted to Associate and then Senior Associate in under 2 years. Took initiative to create the position of MCS Multimedia Developer. Department Responsibilities included: Leading projects across the East Region (included traveling regularly from New York to Philadelphia, Baltimore and DC) - Design and prepare materials for presentations and proposals dealing with print (digital and/or offset) and multimedia (onscreen/interactive presentation/packaged CDRoms and web based proposals) - Innovate new presentation methods with emerging new technologies. Project responsibilities include: selecting and managing a design team and working with project participants and writers to develop a new MCS sales tool using Flash, DHTML, and JavaScripting with database connectivity. The tool is extensive and data driven, requiring a working knowledge of the latest tools in database web development such as: Macromedia's Generator and Oracle 8i.

://Data Dimensions, Inc., Phoenix, AZ :: 03/97-07/97

Graphic/Layout Developer

The Position required layout of technical manuals for major avionics clientele in PageMaker and creation of PDF's using PageMaker's authoring/hyperlink/direct-to-PDF-capabilities - Met tight, extreme pressure deadlines - Originally a one-person layout department, self appointed the duties of documenting and creating it's policy and procedures guide, setting the standards for the future expansion of the department.

://Out West Publishing, Inc., Phoenix, AZ :: 05/95-01/97

Art Director

Starting as an ad/page layout designer, moving on to production/printing management and within the year, becoming Art Director. Managed a department of five designers - Directed the team to meet the deadlines of ten directory books distributed throughout the country in Phoenix, Atlanta, Baltimore, Cleveland, Las Vegas, Minneapolis/StPaul, Portland, Seattle, Washington DC, and Sacramento - Designed ad layouts and specialty/promotional pieces for OWP as well as interactive sales tools for the Sales Representatives to take out and demonstrate on client sites.