



THERESA PRIDEMORE

web, print, and brand designer

phone: (503) 998-6421
email: theresa.pridemore@gmail.com
portfolio: tpridemore.com

INTRODUCTION

I'm passionate about creating clear and compelling communication that speaks to an online audience. I have over 20 years in web design and development with clients ranging from non-profit organizations to individuals in service-based businesses. My work also includes user experience design, brand creation, design of print collateral, project management, and copy writing. I strive for deep listening and collaboration, both with teammates and with clients. I am always eager to improve my work and find teamwork stimulating.

SKILLS

Branding, Web Design, UI & UX Design, Print Design, Adobe Suite, WordPress, Wireframing, ActiveCampaign, Project Management, Copy Writing, Video Editing, Photography, Illustration, Client Communication, HTML, CSS

EXPERIENCE

Brand Strategist, Designer & Business Mentor; Owner
Sovereign Spirit LLC (October 2016 to Present)

I currently work as a communications consultant and web specialist who guides service-based business owners in how to rock their web presence, expand their love-led mission, and strengthen their financial foundation through the creation of powerful brands and online communications. Emphasis on WordPress and Squarespace.

Web Designer & Marketing Consultant; Owner
Cogflower Creative (January 2006 to October 2016)

Helped holistic entrepreneurs, leading-edge creatives, and organizations achieve their business passions through mentorship, brand strategy, and the creation of online materials and products. Emphasis on web-based solutions, including content management systems such as Wordpress and Drupal.

Web & Interactive Designer
Visionary Networks (January 2011 to March 2012)

Conceptualized and designed interactive experiences for web and mobile devices. Included creation of websites, games, interactive modules, ads, and email newsletters. Provided user interaction consulting and design. Helped to design and build a major Drupal site.

Web Designer & Developer, Contract
FunnyMonkey (May 2010 to January 2011)

Contract position working on client Drupal sites. Included theme and design work.

Web, Interactive, & Print Designer

Curiosity Group (November 2002 to October 2005)

Conceptualized and executed design strategies for websites, email, and other online campaigns. Worked in a variety of other areas including print, studio photography, printable craft projects, animated demos, interactive tools, and user experience.

Webmaster

PhotoArts Imaging Professionals, LLC (February 2002 to November 2002)

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

User Interface Artist

LucasArts (May 2000 to August 2000)

Designed user interface screens for Nintendo 64 game, "Battle for Naboo" during a three month paid internship.

Print & Web Designer

University of Southern Mississippi (October 1998 to May 2000)

Created presentation materials for university faculty and staff; designed various print materials. Advanced to Web Designer position; created and maintained over fifteen sites during tenure. Implemented a systemized strategy for professional interaction with university clients.

Computer Services Coordinator

FedEx Kinkos (March 1997 to August 1999)

Designed brochures, business cards, letterhead, resumes, and other business materials and closely monitored incoming projects.

EDUCATION

The University of Southern Mississippi

B.F.A. in Art, Emphasis in Graphic Communication (1997 to 2001)

Magna Cum Laude, Graduated with Senior Honors.

PROJECTS

The Portland Tarot (2013)

A 23-card Major Arcana deck featuring Portland people and concepts.

The Sovereign Oracle (2018)

A 93-card deck designed for creative problem-solving and inspiration.