



russell cale mooth :: graphic artist

portfolio.midnightcheese.com :: 1006 Tom Hailey Blvd. :: LaVergne, TN :: 37086 :: 615.260.0356

education ::

University of Tennessee
BFA in Graphic Design
2002

work experience ::

TapeOnline.com :: Internet Based Media Retail Store

Graphic Designer 01/2005 - Present

- :: Front-end Web Development for TapeOnline.com e-commerce site
 - = CSS, HTML, Javascript/jQuery tied into a Ruby on Rails back-end
- :: Work with Marketing Director to develop & design all advertising materials and strategy
 - = Monthly email campaigns & landing pages
 - = Banner advertisements
 - = Print Materials: Trade show materials, self-promotion give-aways, print ads
- :: Product Photography
- :: New product research

LifeView Resources, Inc. :: Video Production and New Media Agency

Graphic Designer 06/2002 - 01/2005

- :: Added supporting graphical treatments to video production projects
 - = Motion graphics in After Effects
 - = StudioMax animation
- :: Created and implemented CD-ROM based media presentations
 - = Adobe Director based applications
 - = Touchscreen kiosks for trade show booths
- :: DVD authoring
 - = Menu creation, video rendering and navigation design
- :: Website creation and management
 - = HTML and CSS mark-up
- :: Implemented various print media projects from concept to press
 - = Brochures, postcards, promotional material
- :: Established lifeviewoutdoors.com online retail store

WZTV-TV

Graphic Designer 05/2002 - 09/2002

- :: Created on-air graphics for nightly 9:00 news
- :: Updated graphics on station website
- :: Responsible for various small print projects

andersonthomas design

Graphic Design Intern 05/2001 - 07/2001

- :: Assisted in concept and design of various print projects including magazines, CD covers, logo design and book covers

skills ::

Programs

Proficient in Photoshop, Illustrator, InDesign, Flash, After Effects, Director, Quark, Encore
Knowledgeable in 3D Studio Max, Final Cut, Motion, Premiere Pro

Markup & Scripting

Proficient in HTML/XHTML, CSS, CSS3, jQuery / Javascript, PHP, ActionScript
Knowledgeable in Ruby on Rails, ASPX, MySQL

Other

Well versed in Linux/Unix interworkings and environments as well as more popular operating systems

personal projects ::

Candor Gallery (candorgallery.com)

Candor Gallery is an OS X Widget that provides users with a rotating display of artwork which is submitted by artists of all types. With over 1,400 unique works cycling through the widget, and over 20,000 views per week, Candor Gallery offers an always changing source of inspiration and exposure for artists and users.

Tennessee Traffic Cameras Widget (tncam.midnightcheese.com)

The traffic cameras widget ties into the TDOT SmartWay traffic camera system. Current traffic conditions are displayed on an OS X Dashboard Widget letting users select from camera views across the state of Tennessee.



awards ::

Recipient of a 2009 CASE Award presented by AIGA Nashville for *Snowball Fight*, an interactive Flash game created for TapeOnline.com.

Part of a team of artists and producers which received both a Silver Telly and a Gold Aurora award for the creation of *Prepared to Survive*, a DVD that teaches the basics of outdoor survival.

Part of a team of artists and producers which received both an Aurora and an Aegis award for the creation of *The Family Guide to Alzheimer's Disease* DVD series.

DesignCenter Scholarship Award
Spring 2001