

# TOM CHEEDLE

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## PROFILE

Commercial artist with 15 years of experience in **Photography**, **Graphic Art**, and **Set Styling**.  
Solutions-oriented, humble, and dedicated; Curious, self-sufficient, and versatile.

## EXPERIENCE

### *Photographer*

- Capture still-life images for use in marketing materials.
  - Catalogs, promotional pieces, packaging, websites
  - Specializing to date in clothing, jewelry and shoes
- Perform imaging, including strip-outs, retouching and color correcting.
- Utilize various DSLR, medium and large format digital backs and cameras.
- Operate the Leaf series II, III and Voilare and Sinar 54M digital backs on a Sinar P2 and Mamiya RZ camera.
- Light products with Broncolor, Speedotron, Venca, Norman, Dyna-Lite strobe systems.
- Proof images for Art Directors and Color Systems.

### *Stylist*

- Collaborate with Art Directors to bring their creative vision to life and to meet creative objectives for each project.
- Prepare detailed sets; handle equipment, props and lighting on location.
- Prepare layout reductions on acetate as well as precise cropping instructions for the lab.
- Process all matting and presentation work for the studio.
- Organize merchandise and identify solutions associated with product issues.

### *Graphic Artist / Computer Support*

- Website development for various small businesses.
  - Gain understanding of clients' site capability and format needs; create custom graphics/logos; execute photography and post-production; gain approval; house on the external web server
- Maintain corporate web page (JCPenney), capturing all current and historical marketing material.
- Enhance digital pictures (masking, retouching and stripping images together).
- End user of Macintosh, Windows and Unix computer platforms.
- Utilize various Image Management Systems including iView, Portfolio and Filemaker (Z-Pics).
- Prepare Quark files for printing with Adobe Distiller and Exchange.
- Debug Macintosh systems.
- Teach computer applications to end users.

### *Mechanical Artist*

- Mock up creative for client presentations.
- Operate Stat Camera.
- Format camera-ready art.

## CAREER HISTORY

|  |              |
|--|--------------|
| Freelance Photographer/ Stylist/ Graphic Artist  | 2001-Current |
| <ul style="list-style-type: none"><li>• JCPenney / various small-business owners</li></ul> |              |
| Photographer/ Style Director   | 1997-2001    |
| <ul style="list-style-type: none"><li>• JCPenney, Plano, TX</li></ul>                      |              |
| Graphics Support Specialist  | 1996-1997    |
| <ul style="list-style-type: none"><li>• JCPenney, Plano, TX</li></ul>                      |              |
| Freelance Studio Manager/ Photographer Assistant   | 1992-1996    |
| <ul style="list-style-type: none"><li>• John Saxon Photography, Dallas, TX</li></ul>       |              |
| Freelance Mechanical Artist  | 1996         |
| <ul style="list-style-type: none"><li>• Publicis/Bloom Advertising, Dallas, TX</li></ul>   |              |

**EDUCATION**

Colorado Mountain College: Applied Science Degree in Photography (1990)

**COMPUTER PROFICIENCY**

Macintosh OSX, Microsoft Windows, Photoshop CS2, Illustrator CS2, Capture One Pro, iView MediaPro, ImageReady CS2, Leaf Capture 4.1.1, Dreamweaver CS3, CSS, XML, Spry Framework, Fireworks CS3, Adobe GoLive CS2, InDesign 1.5.2, Quark Express 4 , Microsoft Office, Silverfast, PT Gui, Fetch, Toast 6, Adobe Acrobat Professional, Distiller and Exchange 4.