Tom Cheedle
PHOTOGRAPHER

f   in

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Profesional Profile

Experienced commercial artist with a background in Photography, Graphic Art, and Set Styling. Solutions-oriented, humble, and dedicated; Curious, self-sufficient, and versatile. Adept at identifying technical issues and creating unconventional solutions.

Work 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 creating paths for masking, retouching and color correcting.
- Utilize various Canon 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 cameras.
- Light products with Broncolor, Speedotron, Venca, Norman, Dyna-Lite strobe systems.
- Proof images for Art Directors and Color Systems.
- Prepare ROP images for prepress.

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).
- Convert images to CMYK for digital prepress projects.
- 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.

1996 - PRESENT

Freelance Photographer/ Stylist/ Graphic Artist   2001-Current

- JCPenney / various small-business owners

Photographer/ Style Director   1997-2001

- JCPenney, Plano, TX

Graphics Support Specialist   1996-1997

- JCPenney, Plano, TX

Freelance Studio Manager/ Photographer Assistant   1992-1996

- John Saxon Photography, Dallas, TX

Freelance Mechanical Artist   1996

- Publicis/Bloom Advertising, Dallas, TX

Technical Skills

IN-DEPTH KNOWLEDGE

Mac OS, Windows 8.1, Photoshop CC 2015, Capture One 8, Illustrator CC 2015, Lightroom CC 2015

ADEPT

Adobe Acrobat Pro DC, Distiller and Exchange, MediaPro,

Dreamweaver CSS 2015, XML, Spry Framework, Fireworks CC 2015, InDesign CC 2015,

Quark Express 4, Microsoft Office, Silverfast, PTGui Pro, Helicon Focus, Blender
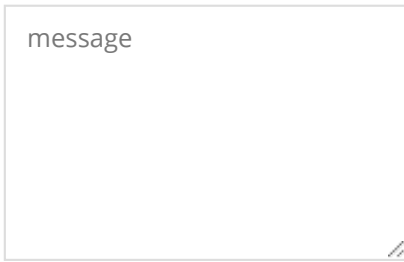
Education

Colorado Mountain College

Applied Science Degree in Photography (1990)

Contact Form

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