



Tricia Motiff-Stearns 1915 E. Mifflin Street • Madison, WI 53704 • 608.467.8991 • tmsdms@charter.net

Experienced website designer. Information architect (goal definition, site architecture, interface design and prototype design.) Natural analytical and research skills. Creative problem solver and out-of-the-box thinker.

Website Designer/Information Architect

The Douglas Stewart, Co. (9/07 to present),

Famous Footwear, Inc. (4/06 to 8/07), Enzymatic Therapy, Inc (4/98 to 3/06)

- Designed the information architecture for all our company's web applications (internet, intranet).
- Developed the navigational systems and GUIs for all of our web-based solutions.
- Documented the project specifications: emphasized usability and customer requirements.
- Performed usability testing on our company's websites and utilized that information for improving features.

Art Director (print, television)

Enzymatic Therapy, Inc. (9/94–3/98), Ovation Marketing, Inc. (7/93–9/94), Jockey International, Inc. (9/89–7/93)

- Devised optimal design solutions and interacted with clients.
- Ensured projects were completed on budget and on schedule.
- Directed national ad photo shoots.
- Created and presented national TV campaign storyboards.
- Produced television commercials, offline editing using Adobe Premiere.

Industry Awards

- 1993 LaCrosse Addy Award (2nd Place--Collateral Media Division, Ovation Marketing, World Book Direct, World Book Ready to Write)
- 1992 Racine Addy Award (2nd Place--Electronic Media Division, TV Regional/National Campaign, Thorobred Advertising, Inc. Jockey International, Inc.)

Graphic Artist

Seroka & Associates, Inc. (3/89–8/89), UW-Madison Memorial Union (9/88–3/89)

- Keylined all creative.
- Designed numerous newsletters and brochures for financial institutions.
- Developed and implemented a postcard direct mail program.
- Analyzed competitive quotes and awarded jobs.

Internships/College

UW-Whitewater Housing Publications Office (87–88), Whittle Communications (summer 87)

- Awarded these internships after a competition with my peers.
- Managed a staff of 3 design students at UW-Whitewater.
- Worked with Editors and Art Directors on magazine layout.

Computer Skills

Adobe: Photoshop, ImageReady, Illustrator, Acrobat, and GoLive, **Macromedia:** Director, Flash, Dreamweaver and Fireworks, Quark Xpress, **Microsoft:** Visual Studio, Word, Excel, PowerPoint and Visio, **Coding:** HTML (CSS and DHTML) and JavaScript. Mac or PC platform. I have taken programming classes in Visual Basic, C and Java.

Education

BA in Art (Graphic Design, Drawing emphasis) • University of Wisconsin-Whitewater 1983-1988

BA in English (Writing emphasis) • University of Wisconsin-Whitewater 1983-1988

Study Abroad Program (London, England) • Ealing College of Higher Education Spring 1985

Certified Webmaster (Internet Administration Emphasis) • UW-Milwaukee Outreach 1999

Urban Hope Entrepreneurial Development Series • Green Bay Small Business Association 2003

Professional Organizations

NAPP • National Association of Photoshop Professionals (2000-present)