

# PHILLIP TOMMEY

1400 W. Belle Plaine  
Chicago, IL 60613

Phone - 773 230-0291  
ptommey@yahoo.com  
www.philliptommeydesign.com

The logo for Phillip Tommey Design is a red square with the text "Phillip Tommey Design" in white, stacked vertically.

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## EDUCATION

**Florida State University** – Tallahassee, FL: May 1979

- BA in Communication Arts

**Art Center College of Design** – Pasadena, CA: June 1979 – September 1980

- Post grad studies in advertising and graphic design

**New York University** – New York, NY: September 1989

- Diploma in Computer Programming

## EXPERIENCE

**Independent Freelance Graphic Designer/Art Director, Internet Developer**, Chicago, IL, January 2000 – Present

- Created websites in WordPress for *FeldmanWasser Attorneys at Law*, *South Ark. Arts Center*, *The Moscow Project*, *Alpha-i.net*, .
- *OpenMake Software* - Created logo & branding, Designed & developed corporate website in Joomla. Designed trade show graphics.
- *Buttons Galore & More* - Redesign of online store in Miva5 and Volusion. Created weekly newsblasts, banner ads, and branding.
- *Leatherpost.com* - Redesigned online store in Interspire Shopping Cart. Created banner ads, print ads, weekly newsletters.
- Created websites in Typepad for *Lune Soleil Press*, *Eclipse Data Systems*, and *Feminist Leadership NOW*.
- Website interfaces optimized for simplicity of navigation and ease of transactions.
- Created wireframe models of websites to visualize architecture and optimize structure.
- Developed advertising strategies and designed collateral pieces to support websites.
- Logo designs and branding for restaurants, entertainment, technology and financial companies
- Book design and book covers created for *San Francisco City Press*, and *Lune Soleil Press*
- Other Clients: *Playboy Enterprises*, *American Sewing Expo*, *Amazing Goop Adhesives*, *Eclipse Global*, & *Wojdyla Advertising*, *CORI Centers for Obesity Related Illness*, *Emory School of Law*, *74 Meridian Capital*

**Freelance Internet Designer/Developer, Amway Corporation**, Grand Rapids, MI, May 1999 – December 1999

- Joined large team to design and develop Quixtar.com, extending Amway's multi-level marketing paradigm to the internet
- Designated as head designer for the Home Products section and collaborated on the look and feel of the overall website
- Worked with marketing department to create content for the Cooking Club, and managed photo shoots

**Freelance Internet Designer/Developer, Messner Vetere Berger McNamee Schmetterer/Euro RSCG Advertising**

New York, NY, February 1999 – April 1999

- Contracted to join team in developing a new business and branding for HallmarkFlowers.com
- Designed a prototype for the ecommerce site, including the interface design and order process architecture
- Helped select the flowers to be sold online, designed and tested packaging for shipping, and managed photo shoots

**Freelance Internet Designer/Developer, Playboy Enterprises, Inc.**, Chicago, IL, January 1998 – January 1999

- Designed interface to update the look and feel of The Playboy Store
- Created personal websites for over 40 Playboy Playmates, which were integrated into the Playboy CyberClub

**Freelance Internet Developer, Spiegel Catalog**, Chicago, IL, October 1997 – May 1998

- Helped convert Spiegel's first generation online stores to MS Commerce Server and Site Server Enterprise
- Teamed with designers for Spiegel.com, Spiegeltronics, Intimate Source, and Ultimate Outlet stores

**Freelance Internet Designer/Developer, Road Runner Sports**, San Diego, CA, June 1997 – September 1997

- Joined team to create an online shoe store using MS Commerce Server, Site Server Enterprise and SQL Server Database
- Created interface for allowing shopper to determine the right shoe and fit for individual runners' needs

**Sr. Internet Designer, CNA Insurance/Insurance Information Exchange (iIX)**, Chicago, IL, January 1996 – May 1997

- Joined team to design and build corporate internet sites for CNA divisions, as well as develop an intranet for employees
- Set up a graphics repository to allow web developers access to graphic elements

**In-house Design Director, Client/Server Connection, Ltd.**, New York, May 1994 - December 1995

- Created branding for the company, including logo design, marketing materials, advertising and website
- Designed a user interface for their software product that helped companies develop complex client/server systems

**GUI Interface Designer, Dun and Bradstreet Software, Inc.**, Boston, MA, February 1993 - April 1994

- Joined the WinView Project to create new graphical front ends for D & B's older mainframe accounting packages
- Used Flashpoint software to upgrade software interface for Accounts Receivable, Fixed Assets and General Ledger
- Developed screens for French and Spanish versions of financial packages

**Freelance Designer, Datawave Inc.**, New York, NY, July 1992 - January 1993

- Designed a graphical user interface for a new executive information system software

**GUI Interface Designer, The Home Insurance Company**, New York, NY, June 1991 - June 1992

- Developed a graphical user interface for the Claims Department using EASEL2 and EASEL Workbench
- Increased user productivity by decreasing user input errors as well as decreasing training for new users
- Completed full life cycle of project, including JAD sessions, design, human factors, coding, testing & documentation

**Computer Programmer, Prudential Securities**, New York, NY, May 1990 - May 1991

- Developed system to facilitate calculation, tracking, reconciliation and reporting of trading P&L and the respective adjustments for reconciliation between the firm inventory and trading systems using IBM Mainframe, PC, and VAX
- Wrote programs in C and COBOL and accessed Sybase and IDMS databases; connecting to outside services such as Trepp, Government Securities and Mortgage Backed Securities Clearing Corp.

**Freelance Art Director, J. Walter Thompson Advertising**, New York, NY, February 1990 - April 1990

- Created a series of magazine ads to introduce the IBM - RISC 6000 computer

**Sr. Art Director, Creative Directors Advertising**, New York, NY, February 1989 - January 1990

- Created print ads and collateral for Budget Rent-A-Car, American Express Travel Services and The Ritz Carlton Hotel
- Art directed an animated TV Spot for Budget Rent-A-Car

**Sr. Art Director, Rosenthal, Greene and Campbell Advertising**, Bethesda, MD, June 1988 - May 1989

- Created print ads for Marriott Hotels - Resorts and Meetings, and the Psychiatric Institute of America

**Sr. Art Director, Ebey, Utley and Co. Advertising**, Mountain View, CA, June 1987 - May 1988

- Created print ads for Samsung Electronics, Fujitsu Printers, and GE/Calma

**Art Director, Davis, Ball and Colombatto Advertising**, Los Angeles, CA, July 1986 - May 1987

- Created print ads & collateral for KABC-TV Eyewitness News, CasaBlanca Ceiling Fans and Glendale Federal Savings
- Art Directed TV spots for CasaBlanca Ceiling Fans and Ole Home Centers

**Art Director, Hill, Holliday, Connors, Cosmopolos Advertising**, Boston, MA, June 1985 - June 1986

- Joined the HHCC Design Group, creating collateral materials for NYNEX, John Hancock Insurance, and the Boston Marathon

**Art Director, Davis, Ball and Colombatto Advertising**, Los Angeles, CA, September 1980 - May 1985

- Created print ads and collateral for McDonald's of Southern California, Knott's Berry Farm, KABC-TV Eyewitness News, Toyota Dealers of Southern California, and CasaBlanca Ceiling Fans
- Art Directed series of TV spots for Toyota Dealers of S. California highlighting the 1984 Olympics in Los Angeles

**SKILLS**

- Proficient in Microsoft Windows and Mac
- Software: Adobe Suite - PhotoShop, Illustrator, InDesign, Dreamweaver, Fireworks, QuarkXpress, MS Word
- Internet: HTML, HTML5, PHP, ASP, Javascript, CSS, SQL, Joomla, Drupal, Social Networking, Miva5, Volusion, WordPress, Typepad, Axure, Wireframes
- Instinctive ability to determine clients' needs and desires and translate them into pragmatic and successful solutions
- Teaching and mentoring others in technology and software