



sayitwithpixels

storytime

1/2

Patricia (Trish) Foley

Email: create@sayitwithpixels.design

Phone: 412.254.6947

Online: sayitwithpixels.design

Studio: Radiant Hall Studios - West
734 Thompson Avenue
McKees Rocks, PA. 15136



PROFESSIONAL SUMMARY

Creative UCX focused communication media project manager and facilitator, storyteller and educator career encompassing experience in print, interactive/social, photography, videography, film and gaming/animation. Areas of expertise include interdisciplinary digital and interactive story ideation, usability based team and project pre-production planning, operation and management of lab, studio and location media production. Strong working digital image and sound capturing and editing devices using Adobe CS to produce deliverables for any identified target audience. Possess excellent team-based communication skills that thrive when adapting to mission and vision focused goals while meeting deadlines to achieve success for the campaign at hand's message.

EXPERIENCE

1998-Present

Storyteller/Designer/Turnkey Media Maker

sayitwithpixels - Radiant Hall Studios, West; Pittsburgh, PA.

Freelance traditional and digital creative artist & designer. Various mediums applied to support campaign goals for non and for-profit clients. Copy-writing, design, camera ops, and printing services; collaborating with appropriate vendors if necessary. Currently writing and illustrating a graphic novel memoir with supportive art installation projects from my creative space at Radiant Hall Studios. Attended multiple writing workshops to better understand my target YA audience. Incorporating micro-storytelling and flash fiction with supportive hybrid interactive transmedia establishing the form and function of my current storytelling practice.

2003-2021

Department and Program Full-Time Lead Faculty

Visual Communications Department - Digital Media Design and Web Design;

Community College of Beaver County, Monaca, PA.

Educated students and community members, of all ages, on and off campus, in the classroom, on location and virtually. Developed real world influenced & transferable curricula for multiple degrees and programs, ie; Communications, Visual Communications, Media Communications, Web Design, Web Programming, UAV Drone, HR Management to prepare learners for the communication design industry or university of their choice. Managed and maintained audio and video recording studios and multiple computer labs' equipment and software through annual budgets with IT support. Collected and reported assessment data to support retention strategies. Curated annual student art show and facilitated student created promotional media for their art shows. Art directed and edited annual student arts & literary magazine. Created cross-disciplinary learning experiences for interdepartmental students via design charrettes. Managed social media campaigns promoting design student activities on campus and their coursework. Sponsored the SGA Visual Arts and Music/Drum Clubs. Presented successful pedagogy at international, national and local teaching conferences. Developed and maintained semester based course LMS instruction shells to support hybrid & virtual student success. Worked closely with student services and counselors to advise students in need. Taught creative summer & continuing education courses to the county youth and adults. Hired, mentored and supervised student lab techs, workstudy students and Part-Time Faculty.

2001-2003

Designer-Print, Herald-Standard, Uniontown, PA.

Designed print ads for clients to sell their products, community announcements and more for a daily newspaper. Created a visual balance of word and image within local target audience messaging.

1997-2001

Editor-Film & Television Production, Park Group, Richmond, VA. and Washington, D.C.

Turn-key facilities producing radio, television, and film projects for local, regional, national and international clients. Scripts guided the creation of screen titles and credits during post-production (editing and sound for the screen) operations with scheduling, work order creation for deliverables, communicated with producers to prepare for client editing sessions, supervised technical assistant, and supported a team of editors and producers in both Richmond, VA. and DC locations.

2000-2001

Adjunct Professor, Communication Arts & Design, Virginia Commonwealth University, Richmond, VA.

Instructed Senior Studio and Sound Production students as they created digital graduation portfolios, proofread Curriculum Vitae, and participated in mock interviews based on script of questions. Introduced how to create successful soundtracks for students' video and animation projects.



sayitwithpixels

storytime

2/2

Patricia (Trish) Foley

Email: create@sayitwithpixels.design

Phone: 412.254.6947

Online: sayitwithpixels.design

Studio: Radiant Hall - West
734 Thompson Avenue
McKees Rocks, PA. 15136

EDUCATION

2005 - 2007

M.F.A. *New Media - Web Design; 18/30 virtual learning credit hours completed.*
Academy of Art University - San Francisco, CA.

Studied and applied advanced user-centered communication and design thinking approaches for real world interactive projects that incorporated research and creative development, script and copywriting, media production and deliverable creation to include typographic, graphic, web/mobile, photographic, videographic and animated content to sell products, tell stories, and create interaction within a target audience, to raise funding and more.

1998

B.F.A. *Visual Communications; Multidisciplinary Focus; Cum Laude*
Virginia Commonwealth University - Richmond, VA.

Introduced to human-centered communication and design thinking approaches for real world projects that incorporated research and creative development, script and copywriting, media production and deliverable creation to create typographic, graphic, web/mobile, photographic, videographic and animated content to sell products, storytelling, create interaction within the target audience, raise funding and more. Achieved second seat in senior media arts graduating class and honorable mention for medium-format photographic series displayed in the senior photography & film show.

SKILLS

30+ years user

Design Thinking; human-centered approach to problem solving
Turn-Key Project/Campaign/Event planning & management
Productive interdisciplinary team member
Profit & Non-Profit client support
Various media-based vendor collaboration
Apple/MACbook pro exclusive devices & PC cross-platform interaction
Screenwriting & Copywriter & Editor; proof-reading, MLA & AP formats & more
Analog and Digital Photography
Digital Video Camera & Studio equipment operator
Digital Video and Animation Producer & Editor
Analog and Digital Film Producer & Editor
Graphic & Logo Design-Daily, Quarterly & Annual Publications
Interactive & Mobile Design - UCD/UI/UX
Adobe Creative Suite
Computer Lab hardware & software management
Black & White and Full-Color Document & Photographic Print Management
Audio Recordist & Editor
Scanners & other image capture devices

15+ years user

Microsoft Office
Social Media Content creator/editor
Google Suite
Canva and more . . .

ADDITIONAL RELEVANT EXPERIENCE

High School Yearbook Photographer and Photography Editor, High School Photography Club President, Lettered in Band and Swimming (MVP), College Art and Literary annual contributor and cover designer.

REFERENCES

AVAILABLE UPON REQUEST.