

# RESUME

INTERACTIVE OR PRINT



Shan Canfield a.k.a. Photoshop Mama  
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## SKILLS

- ▲ Excellent communication and troubleshooting skills
- ▲ Strong practical and theoretical foundation in print and Web design, digital imaging, Illustration, photography, and studio lighting
- ▲ Expert on Mac (OSX) platform and Windows XP platforms
- ▲ Success in instructing individuals in course studies of digital Imaging, web design, and desktop publishing
- ▲ Technical writing skills and skills in producing Flash videos for various software, and course curriculums.
- ▲ Self-motivated, creative, and project oriented
- ▲ Proficient in set-up and networking of personal computers and hardware peripherals

## SOFTWARE EXPERTISE

- ▲ Adobe Photoshop & ImageReady
- ▲ Adobe InDesign
- ▲ Adobe Acrobat Professional
- ▲ Adobe GoLive
- ▲ Adobe Illustrator
- ▲ QuarkXPress
- ▲ Flash
- ▲ Dreamweaver
- ▲ Camtasia Studio
- ▲ Quicktime
- ▲ Word
- ▲ Excel
- ▲ Power Point
- ▲ iTunes
- ▲ iMovie
- ▲ Appleworks
- ▲ Explorer, Netscape Navigator, Safari, Firefox
- ▲ Thunderbird, Outlook, Entourage, Network Assistant
- ▲ Web CT & D2L Course Management Systems
- ▲ WS FTP, CoffeeCup, and Fetch FTP
- ▲ Respondus / Study Mate

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## AWARDS & ACHIEVEMENTS

- ▲ **Lana Doncaster Innovations Award** February 2008. Presented by the Tennessee Board of Regents Distance Education Committee for creating an innovative graphic & multimedia rich online Digital Imaging course for Nashville State Community College. Co-developed with Pam Hawkins.
- ▲ **Shutterbug Magazine** December 2003 issue published an [excellent review](#) of one of Photoshop Mama's sites.
- ▲ **Web Sites** Designed using Adobe GoLive, Photoshop, ImageReady, & Camtasia Studio.  
[www.shanzcan.com](http://www.shanzcan.com) This site contains galleries of my work, some of my student's work, and Free Tutorials I have written.  
[www.photoshopmama.net](http://www.photoshopmama.net) This site is a work-in-progress. Part of it is used as a companion site for my campus classes, and the rest is a labor of love.  
[www.moidesignstudio.com](http://www.moidesignstudio.com) The commerce site for the photography and design business, which my daughter and I own and operate.
- ▲ **Phi Theta Kappa Member and Highest Honors Graduate**, NSCC–2001
- ▲ **Published works** in [SBS Digital Design Magazine](#) | [Graphics.com](#) | [Photoshop Restoration & Retouching \(Second & Third Editions\) by Katrin Eismann](#) | [Photoshop Masking & Compositing by Katrin Eismann](#), [Mac Design Magazine](#), [Photoshop User Magazine](#),
- ▲ **Adobe Certified Expert** (ACE) Adobe Photoshop (5, 6, 7, & CS2)
- ▲ **Self published** 1998–MOI book; self promotional
- ▲ **Honorable Mention** in Artist Magazine–1992
- ▲ **Won 11 National Point-of-Purchase Display Contests** 1990–1992
- ▲ **3rd Place** Tennessee All-State Competition for Watercolor–1990
- ▲ **Competitive Scholarship Award**, Chicago Academy of Fine Art–1972

## EDUCATION

- ▲ Nashville State Community College, Nashville, Tennessee– A.A.S. degree, Graphic Arts and Photography, Highest Honors, 2001
- ▲ Chicago Academy of Fine Art, Chicago, Illinois– Fine Art and Illustration Major, 1972–1975
- ▲ College of Dupage–1973
- ▲ Northern Illinois University–1973
- ▲ Willowbrook HS, Villa Park, Illinois–1972

## SEMINARS / CLASSES ATTENDED

- ▲ COM 1000 Basic HTML, NSCC, Fall 2006 Semester
- ▲ Driven by Design Seminar, Adobe Sys, Nashville, Tennessee, May 2002
- ▲ K&W Adobe Photoshop Seminar, Nashville, Tennessee, May 2002
- ▲ Sunbelt Graphics Convention (Acrobat PDF), Atlanta, Georgia, March 2002
- ▲ PhotoshopWorld 2001, Tampa, Florida, September 2001
- ▲ PhotoshopWorld 2000, Orlando, Florida, May 2000
- ▲ NAPP Seminar, Adobe Photoshop, Nashville, Tennessee, September 2000
- ▲ NAPP Seminar, Adobe Photoshop, Nashville, Tennessee, May 1999
- ▲ Taylor Impressions Co., Adobe Photoshop, Nashville, Tennessee, 1997
- ▲ Watkins Institute, Watercolour Workshop, Nashville, Tennessee, 1990

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## PROFESSIONAL EXPERIENCE

- ▲ **2007–Present** Formed MSDIG-Mama Shan's Digital Imaging Goodies, LLC to integrate with the [photoshopmama.net](http://photoshopmama.net) Web site. Products include online video tutorials, actions and presets for Photoshop, and DVDs & CD training.
- ▲ **2007–Present** YouTube Partner & Top Subscribed to Guru's List
- ▲ **1999–Present**  
Nashville State Community College—Instructor  
Classroom and online instruction of the concepts, functions, characteristics and appropriate applications of digital imaging.  
*Courses taught:* Com 1230 Introduction to Digital Imaging, Com 2250 Advanced Photoshop for Designers, Com 2240 Advanced Photoshop for Photographers, Com 1140 Design Fundamentals, Com 1020 Basic Web Graphics\*, Com 1030 Overview of Web Tools\*.  
\* Web based courses for NSCC and TBR Online Programs, since 2003
- ▲ **1999–Present**  
Authoring of several written and multimedia tutorials for all classes I teach.
- ▲ **2003–Present** Photography & Design  
Moi Design Studio, co-owner with my daughter of this photography, imaging, and design business. (See [www.moidesignstudio.com](http://www.moidesignstudio.com))
- ▲ **2003–Present** Consulting  
Troubleshoot for Macintosh and Windows computers. Setting up and networking personal computer systems. Provide phone and on site support for Adobe Photoshop, Desktop Publishing, Web and various system software or hardware for students and individuals.
- ▲ **2003–Present** Maintenance of instructional & business Web sites.  
[shanzcan.com](http://shanzcan.com) | [photoshopmama.net](http://photoshopmama.net) | [moidesignstudio.com](http://moidesignstudio.com)  
[NSCC D2L Courses Online](#)
- ▲ **2004–Present** Review books & book proposals for Focal Press, UK.
- ▲ **2006–Present** Web site updating & maintenance for [The Great Frame-Up](#), in Chicago, IL.
- ▲ **2003** Comp USA Photoshop Trainer
- ▲ **2003–2005** Technical Writer for *Step by Step Digital Design Magazine*.  
As *Photoshop Mama*, I wrote monthly articles on various Digital Imaging techniques.
- ▲ **2000** Co-authored NSCC curriculum manual for Intro Adobe Photoshop.
- ▲ **1990–1992** Point-of-Purchase Display Designer  
Sign painting, designing and construction of P.O.P. displays for Kroger, Gillette, Purina, La Choy, and Proctor & Gamble for in-store promotional advertisement.
- ▲ **1986–1990** Portrait artist for private commission

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## HOBBIES & INTERESTS

- ▲ Playing with my grandson, Gardening, Cooking, Guitar, Drums, and Reading

## PERSONAL

- ▲ Born: December 28, (not yesterday!)
- ▲ Married since September 25, 1976
- ▲ Three grown children
- ▲ One grandson

## REFERENCES & SALARY

- ▲ Personal References and Salary History upon Request

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