



Patricia Reed

Ms. Reed has over 30 years of experience working with commercial businesses, prime federal contractors, and federal/state agencies in the area of publication design and layout. Areas of specific expertise include design and layout of reports, presentations, brochures, exhibits, and publications including those related to government performance and accountability, floodplain management, environmental compliance, water management, and natural resources management.

Ms. Reed has experience related to desktop publishing, graphic design, process improvement planning, communication planning, workflow analysis, database design and administration, community outreach, and quality awareness.

Ms. Reed has formal training in the areas of project management and total quality awareness, and is proficient in the use of the following software applications: Quark XPress, Adobe InDesign, Aldus Pagemaker, Persuasion, Macromedia Freehand, Adobe Illustrator, Microsoft PowerPoint, Foxbase, and FileMaker Pro.

- Non-Degree Program, Knoxville State Area Vocational-Technical School
- Non-Degree Program, Pellissippi State Technical Community College

2005 - Present, Creative Director/Design and Layout Specialist, TBC Solutions, Inc.

Ms. Reed is responsible for the management of graphic designers and oversight of the creative direction of all projects. Ms. Reed assigns designers to each project based on the individual designer's specialized capability and past project experience, works directly with clients to ensure that the style and message of the project is captured in the final product, and assists designers with development of text and graphic elements for project deliverables.

Ms. Reed is also responsible for editing and proofreading of draft and final deliverables, and for performance of quality assurance reviews of all deliverables throughout the production and printing processes.

Ms. Reed has been responsible for the layout and design of numerous federal agency publications including the Bureau of Indian Affairs FY 2006 Performance and Accountability Report and the Department of the Interior FY 2005 Performance and Accountability Highlights Publication.

1997 - 2005, Graphic Designer, Reed Design

Ms. Reed provided quality assurance oversight, desktop publishing, word processing, data entry, and graphic design services on a contractual basis with various state and federal agencies as well as private businesses, design firms, and individuals.

Ms. Reed provided graphic design support for the preparation of environmental impact statements for various reservoirs. Ms. Reed also performed quality assurance oversight to ensure that documents prepared by federal and state agencies were consistent and meet agency standards and specifications.

1976 - 1997, Communications Specialist, Tennessee Valley Authority (TVA)

Ms. Reed served as a customer representative to internal Tennessee Valley Authority (TVA) organizations requiring assistance with the development of communications products. Ms. Reed was responsible for quality control of communications products to ensure adherence to Corporate Identity standards.

Ms. Reed managed job tracking, printing cost, and contracting budget databases; created reports for the management team on a regular schedule and upon request; scheduled all incoming projects and assigned both internal and external graphic designers to individual projects; and developed process improvement charts for various TVA communication departments in support of Total Quality Management efforts.

Ms. Reed acted as the database administrator for research and development projects within TVA, and worked with scientists and engineers to develop database reporting needs and obtain accurate project status and financial data. Ms. Reed designed and managed databases for tracking of communications needs, and provided reports to management teams within the Clean Water Initiative Department.

Ms. Reed served as part of a consultant team that supported managers and supervisors regarding human resource issues and was responsible for administering a multi-phase human resource program for several internal TVA organizations.

Ms. Reed designed brochures, reports, newsletters, and other publications for the Clean Water Initiative that communicated program goals and accomplishments to audiences consisting of TVA employees, local officials, state and federal agencies, environmental groups, lake users, and the general public. Ms. Reed also created slide presentations, overhead transparencies, posters, and exhibits for the Clean Water Initiative. Ms. Reed also acted as the liaison to the TVA Corporate Identity Design staff to ensure adherence to design specifications, and developed reference and training materials to guide managers through the communication product development process.

Ms. Reed created charts, illustrations, and other graphic elements for inclusion in reports and other publications distributed by TVA; designed workshop materials for the training of local officials in floodplain management and flood damage reduction elements throughout the Tennessee Valley; and prepared a series of brochures targeted to builders and developers, real estate professionals, lenders, and prospective homeowners regarding flood risk that included preparation of copy for the brochures, solicitation of reviews from industry specialists, design and layout of the brochures, and coordination of the printing and distribution of the series.

Ms. Reed designed databases to record and track inquiries from property owners, surveyors, engineers, and others regarding floodplain usage to ensure consistent communication between TVA engineers and external customers regarding floodplain regulations, flood elevations, flood frequency information, and floodway delineations. Ms. Reed transferred floodway and flooded area boundaries from engineering base maps onto survey drawings, site plans, and plats to

identify flood hazard areas; prepared drawings, charts, and illustrations to be used as visual aids in training sessions; and reviewed the work of engineering associates at higher levels to ensure accuracy, consistency, and adherence to approved drafting procedures in the preparation of flood profiles and floodplain mapping for local flood studies.

Ms. Reed re-designed and refined the job tracking system used by TVA's Corporate Identity staff to better serve budget and resource planning needs. Ms. Reed developed databases to track customer feedback and contractor charges; prepared process improvement plans for various communication staffs; performed workflow analysis duties in support of quality management planning; worked with an external design team to develop an interactive CD for Corporate Identity customers; and managed a team of illustrators, designers, authors, and network specialists in developing and improving a children's page for the TVA Internet website.