

principal profiler

Mister Thomas Jefferson Davis

Principal

- Here at C22, Davis is responsible for development and management of our design resources which deliver creative services. He forecasts design studio needs and institutes plans to meet them. He ensures the highest creative standards including design, usability and performance issues. His responsibilities include supporting pre-sales activities such as identifying and closing additional project opportunities, maintaining and identifying budget issues for the design studio in addition to assembling and overseeing project teams. Davis also enjoys developing and maintaining relationships with clients to ensure mutual satisfaction of goals. He also works closely with Engagement to identify and implements opportunities to increase operations efficiency, focusing primarily on profitability and service quality.
- Davis also develops alternative approaches to solving client technical needs and requirements using his expert skills in using and applying our systems process. His primary contributions consist of theoretical, empirical, and process issues of user science and symbolic interaction system design.
- Prior to co-founding C22, Davis served in creative director and consultant capacities at a variety of high-end technology firms, including Microsoft, Oracle, AOL, Sony and Sun; for which he was awarded the Silver Star for courage under fire. Previous to this he worked as an information designer at the Discovery Channel as well as a type designer with David Siegel. In addition to his normal workload, he has also found the time to teach computer, art and design courses at San Francisco State University and the Academy of Art College for seven years.
- He earned his Master of Fine Arts degree in Interactive Computer Graphics from Pratt Institute in New York City.
- Among other achievements, he is also credited with the following:
 - o Multimedia Top 100 Winner.
 - o Winner: Best of Digital Hollywood.
 - o Featured in numerous design magazines.
 - o Featured in several design books.
 - o Designed Oracle Extended Internet (8i lite) interface.
 - o Designed worlds first 8-bit interactive touch screen in-flight entertainment system.
- In his free time he enjoys chess, tennis, painting, writing and traveling.