

CRAIG P. SMITH

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online portfolio: www.craigpsmith.com/graphicdesigner/

EXPERIENCE

Innovative Interfaces Inc. - Graphic Designer (contract)

4/2014 – 7/2014

- Developed and edited marketing collateral, such as product brochures, fact sheets, white papers, and flyers.
- Facilitated the graphic design change for all print material and web-based images through a corporate logo and branding redesign, as well as the acquisition of two different competitor companies.
- Designed icons and logos for multiple product lines. Integrated products from two acquired companies into the corporate branding guidelines.
- Created and Revised web graphics, web banners and web advertising.
- Generated trade show booth graphics, signs and material.
- Maintained stock photo libraries.
- Established corporate style guides, maintained and managed the dissemination of the company's image library.
- Created, maintained, and edited Powerpoint presentations and templates.

LegalVision, Inc. - Information Graphics Illustrator (freelance)

3/2014 – 4/2014

- Animated in Flash to illustrate involved concepts and technical specifications meant to educate judges, lawyers and juries.
- Illustrated and produced graphics and presentations for use during legal proceedings.
- Developed static artwork, slide shows, and interactive presentations and displays.

Fulcrum Legal Graphics, Inc. - Sr. Flash Animator (contract)

7/2013 – 9/2013

- Animated in Flash to illustrate involved concepts and technical specifications meant to educate judges, lawyers and juries.
- Illustrated and produced graphics and presentations for use during legal proceedings.
- Developed static artwork, slide shows, and interactive presentations and displays.

Abbott Diabetes Care - Graphic Designer (contract)

7/2012 – 6/2013

- Creating branding for one department by incorporating ideas and concepts to alter content owned by a different department.
- Provided graphic design support for Global Strategic Marketing group, for all marketing material and products for use outside the United States.
- Prepared, created and edited multi-page documents and packaging for printing and distribution.
- Creating and editing sales aids and inter-departmental marketing material for various medical devices that the company offers.
- Managed graphic libraries.

Envision Litigation Design, Inc. - Info Graphics Specialist

3/2004 – 6/2012

- Illustrated and produced graphics and presentations for use during legal proceedings.
- Developed static illustrations, slide shows, and interactive presentations and displays.
- Various other projects requiring layout, print production, animation and computer- and hand-drawn illustrations.
- Created annual holiday e-cards.

SKILLS

Graphic Design

Desktop Publishing

Illustration

Layout

Coding

(ActionScript3 / HTML / CSS)

Animation

(2D / 3D / Flash / Character)

SOFTWARE

Adobe Creative Suite

(InDesign, Photoshop, Illustrator, Flash, Dreamweaver, Fireworks, After Effects)

MS Office Suite

(Word, Excel, PowerPoint, Outlook)

Autodesk Maya

REFERENCES

Excellent, and available upon request.

EXPERIENCE (cont'd.)

Ghost Rabbit - 3D Animator / Storyboard Artist (freelance)

(www.ghostjack.com)

In-game 3D animation character loops and actions for a video game using Maya. Storyboards for a weekly animated TV show pitch. Genre: supernatural western based on a comic book.

MuVu Media - Flash Artist and Animator (intern)

(www.muvumedia.com)

Developing and designing game assets for a 4-title series of an interactive children's book application using Flash, Photoshop and After Effects. Creating character designs and animated interactive background pieces, as well as UI elements; buttons and on-screen read-along text.

Friends of the Santa Cruz Library - Graphic Designer (freelance)

Created new vector-based logo. Created new style sheet and branding to echo Santa Cruz Library's new branding, including logo usage, fonts, Illustrator patterns and pattern fills.

Free Range Studios - Animator (contract)

(<http://freerange.com/>)

Freehand animation in Flash. Adapted existing animation to match new character style sheets by redrawing frame-by-frame animation.

3 Marketeers - Banner Ad Artist (contract)

(<http://www.3marketeers.com/>)

Produced banner ads of various sizes based on approved proof sheets in Flash. Created layouts of 5 or 6 different shapes and sizes based on an example from a single aspect ratio. Edited intricate Photoshop and Illustrator files for use in multiple layouts. Modified AS2 coding to create similar effects using AS3.

Apocalyptic Doodle - Animator (freelance)

Developed look and feel of characters for a post-apocalyptic Flash-animated webisode. Produced webisode, including creating intricate character assets in Flash, storyboarding episode, Flash-based illustration, and animate action sequences and effects. Editing and post-production work as needed using After Effects.

Pacific Digital - Banner Ad Artist

Perpetuated distributed designs of banner ads in Flash. Modified layouts and designs to match new sizes and ratios. Managed compression of banner ads to meet tight file size limits.

Ring Central - Animator (contract)

(<http://www.ringcentral.com>)

Created an animation for a product description to be presented as a web-based ad. Developed storyboards and character assets based on given materials and style sheets. Developed and animated a 2-3 minute spot as well as arranging voice-over work.

EDUCATION

The Art Institute of California - San Francisco, CA

2007

Bachelor of Science, Media Arts & Animation

Lansing Community College - Lansing, MI

1992

Associates of Science, Graphic Design/Illustration