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1220 N. HARPER AVE. #5 WEST HOLLYWOOD, CA

Profile:

Direct folio link: <http://issuu.com/grooveva/docs/evacrawford09folioProfile>:

I am a forward thinking media designer with 10 years of professional experience. I am a forward thinking media designer with 10 years of professional experience. Skilled in several areas including but not limited to email templates, front end design, studio photography and coding for interactive media and web. I value open communication, collaboration and clear vision. I am looking to be challenged and to contribute to the success and future growth of my clients.

Core Competencies:

- ✔ Excellent Communicator
- ✔ Proven Leadership Skills
- ✔ Analytical Thinker
- ✔ Dedicated Employee
- ✔ Ethical and Honest

Professional Experience:

Freelance Graphic Designer, **Eva Crawford Creative**, West Hollywood, CA

April 2008-Present

Ownership and operation of a freelance design firm that provides identity design, packaging design, branding, print and front end development. Clients include SolidWorks, Real Soda Orange County, Laura Klein of Organic Authority, The Illusion Factory, and Veritas Malibu to name a few.

Senior Graphic Designer, **Creativity Inc.**, Van Nuys, CA

Fall 2004-April 2008

As one of three seniors at creativity inc. I have exhibited strong leadership skills coaching and mentoring the junior designers. I have consistently shown an ability to communicate, inspire and negotiate leading my division through many challenging projects. I have also initiated a number of workflow improvements in the department, including regular research into industry developments. More specifically integrating a paperless proofing system via pdf reviews, proposing and developing a training manual for new staff, as well as both researching and recommending outside training to keep departmental skill levels current. I have also achieved excellent visibility for the creativity inc./Westrim brands by elevating the quality of product photography. Most recently in achieving front page placement for the art bead division on the Michaels craft store website.

- ✔ Package Design
- ✔ Product Photography (Technical and Lifestyle)
- ✔ Brand Development
- ✔ Creative Problem Solving
- ✔ Workflow Advancements
- ✔ Expanded Visibility Of The Company Brand and Sub-brands

Interactive Media Developer, **Planetquest Kiosk for the Jet Propulsion Laboratory**, Pasadena, CA

- ✔ Modified existing user interface art for the "deep video" kiosk environment (a 3-D screen device)
- ✔ Developed and planned the macromedia director shell for supplied content
- ✔ Wrote application to track with a time date stamp which areas of the kiosk were being visited
- ✔ Coded a script to compile data entered in by users into a text file
- ✔ Designed and coded several of the modules to implement various types of content including
 - Cult 3-D interactive models

- Standard Quicktime and Quicktime VR file
- Audio files

April 2003-March 2005 Video Editor/Production Artist, Raytheon El Segundo, CA

- ✔ Edited trade show and in house video content in final cut pro
- ✔ Developed interactive media content
- ✔ Designed and animated motion graphics/after effects work

8/2002-12/2002 Pre-Press Operator (temp) Delta Graphics, Santa Monica, CA

- ✔ Retouched and color corrected images using Photoshop
- ✔ Adjusted illustrator files as necessary for the press
- ✔ Analyzed Quark files for compatibility with work flow
- ✔ Ripped client files and stripped them for the presses
- ✔ Mounted and scanned negatives and flat art on the heidelberg drum scanner
- ✔ Burned plates and produced match prints
- ✔ Produced bluelines and proofs of job layouts

7/2001-8/2002 Interactive Media Developer/Motion Graphics Animator Opfer Communications Inc., Springfield, MO

- ✔ Responsible for organizing new interactive media department including research, acquisition of necessary software and hardware, and setting a production system into place
- ✔ Conceptualized design and development of interactive cd-rom content including, but not limited to; interface design, cd-screens, and packaging
- ✔ Designed and produced electronic and print media including product logos, web site, interactive media and company promotions responsible for maintaining and archiving all digital art files

6/1999-6/2001 Production Artist/Editor Digital Media Dynamics, Springfield, MO

- ✔ Interactive cd-rom design and development
- ✔ Corporate and trade show video editing, interactive
- ✔ Regional and national broadcast projects
- ✔ Responsible for organizing interactive media research
- ✔ Acquisition of necessary software and hardware
- ✔ Setting a production system into place
- ✔ Quicktime vr generation for cd-rom and web use
- ✔ Organized production work flow encompassing:
 - Organizing initial concept design and proposals, comps, flowcharts and story boards,
 - Keeping projects within allotted time frames and budgets
 - Managing art files and coordinating reception of files from outside sources and clients
 - Supplying final projects in requested media

10/1998-6/1999 Computer Operator/Graphic Designer FastSign, Springfield, MO

- ✔ Prepped customer logos and artwork, designed layouts
- ✔ Scheduled the days work for production
- ✔ Maintained software and hardware including plotters
- ✔ Performed regular backups of system files

Education:

BFA, December 1998, Southwest Missouri State University

Software Skills:

- Adobe CS3/4 Suite Including Photoshop, Illustrator, Bridge, and Indesign [professional]
- Quark [Professional]
- Corel Painter [Intermediate]
- Director [Intermediate]
- Flash [Intermediate]
- Dreamweaver and Fireworks [Intermediate]
- Adobe After-effects, Final Cut Pro, and Premiere [Intermediate]
- Adobe Lightroom [Professional]
- Capture 1 [professional]
- XHTML, CSS & Javascript [Intermediate]

Other Experience/Skills:

- Part time faculty as interactive media instructor at Southwest Missouri State University
- Skilled in cross-platform environments and generating cross-platform media
- Trained in traditional photography and lab processing
- DVand Beta-cam operator