

323.309.9487 | craig@rocmandesign.com

OBJECTIVE

Seasoned art director and designer who specializes in user interface, branding and motion design. My client list varies from titans of the Fortune 500 to colorful, local heroes. I'm a gifted problem-solver who crafts sophisticated brand experiences with an emphasis on simplicity. I look forward to partnering with an organization that will challenge my design ethos and produce world-class communications.

EDUCATION

June 2003

Northeastern University | Boston, MA
Bachelor of Science Degree
 Dual Major in Graphic Design and Multimedia Studies
 Dean's List and Cum Laude Honors

Fall 2001

SACI | Florence, Italy
Semester Study Abroad Program
 Coursework included: Serigraphy, Intermediate Photography, Interior Design, Creative Writing

SKILLSET

After Effects, Photoshop, Illustrator, InDesign, QuarkXpress, Flash, Fireworks, Dreamweaver, HTML, PHP, CSS, WordPress, Premiere, Soundbooth, Sound Forge, Cakewalk Sonar, Powerpoint

INTERESTS

Emerging Technology, Social Networking, Screen Printing, Photography, Fashion, Travel, Independent Music

REFERENCES

Available on request

Jan 2011 – Present

Citigroup | New York, NY*Assistant Vice President - Manager, Graphic Design*

Citi Media Services

- Producer, art director, animator and sound designer for all graphic video content
- Contracted animators and voiceover talent to develop 3D video content
- Oversaw the video department to maintain brand integrity, which is on target to complete over 500 videos projects in 2011
- Created standardized video bumpers for use in all Citi videos
- Provided video editors ad hoc motion graphics support

Citi Communication Central

- Responsible for developing the Citi corporate brand language
- Designed the user interface of the Citi YouTube channel (50K views per month) with custom iframe gadget and managed Publicis' integration which pushed the limits of YouTube's API and launched a bold new direction for the Citi web experience
- Developed the user interface and content for the Citi News iPad application with the Citi new media team, which has been downloaded over 2,200 times
- Provided user interface and content design for the Citi LinkedIn (138,356 followers), Facebook (137,404 fans) and Twitter (11,344 followers) channels
- Concepted and art directed the Citigroup.com redesign with BBDO Atmosphere Proximity, which receives over 1 million pageviews per month

Nov 2007 – Dec 2010

Health Science Communications | New York, NY*Art Director*

- Art director, graphic designer, illustrator and animator for an Omnicom healthcare communications agency
- Estimated project budgets (20-40K), timelines and out of pocket costs
- Developed branding, marketing, interactive and conference materials for major pharma companies in the US and abroad including Amgen, Boehringer Ingelheim, Genentech, Johnson & Johnson, Merck, Novartis, Pfizer and Schering-Plough
- Marketing materials included 3D animations, videos, websites, flash applications, rich media banners, CD-roms, photo illustrations, storyboards, logos, branding guidelines, slide presentations, books, brochures, newsletters, mailers and signage

Mar 2005 - May 2007

G2 Direct & Digital | Burbank, CA*Studio Manager*

- Managed the studio workflow and delegated work to 2 direct reports for the direct marketing division of Grey Worldwide, a WPP agency
- Retouched and prepared production files for direct mail, regional advertising, rich media banners and HTML emails for AAA, Bank of America, CareCredit, Cunard Lines, Homefield Financial, MGM Project CityCenter and Princess Cruises
- Established quality control procedures, maintained creative servers and asset libraries

Mar 2003 - Dec 2004

TracyLocke | Wilton, CT*Studio Artist*

- Retouched and composed production files for an Omnicom promotions agency used in Grand Marnier, Don Julio and the Pepsi Food Service Division marketing
- Assembled large-scale displays for in-store POS promotions