



Craig P. Smith
Graphic Designer/Illustrator
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Portfolio Available at:
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WORK HISTORY

BioCentury - Associate Production Editor

2/2015 - Present

Lay out and publish weekly and daily online and digitally-delivered publications. Utilize content management and database-driven information systems, to produce magazine-style products. Create custom illustrations of a medical and biological nature. Layout and creation of marketing materials including fact sheets, promotional marketing emails, and hand-coded html email campaign templates.

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 rebranding and redesign of all print material and web-based images. Established corporate style guides, maintained and managed the dissemination of the company's image library. Integrated products from two acquired companies into the corporate branding guidelines including icons and logos for multiple product lines. Created and revised graphics, banner ads and advertising for the web.

LegalVision, Inc. - Information Graphics Illustrator (freelance)

3/2014 - 4/2014

Created interactive presentations 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 Adobe 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

Provided graphic design support for Global Strategic Marketing group, for all marketing material and products for use outside the United States. Used InDesign to edit and create multi-page documents including creating character and paragraph styles. Prepared, created and edited multi-page documents and packaging for printing and distribution. Followed and updated branding guidelines. Also freelanced projects creating wireframes and UI/UX graphics for product web pages.

Envision Litigation Graphics - Information Graphics Specialist

2004-2012

Created graphic exhibits and documents for legal proceedings; including interactive presentations, hand-drawn illustrations, and Flash animation. Operated trial-based software and presented documentation during court cases. Followed stringent guidelines for branding, copyrighting and other issues pertaining to legal specifications. Edited documents created by other contract illustrators, matching styles and techniques. Constructed and maintained the company website, and client's websites. Developed and animated interactive projects for marketing and correspondence for clients.

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

2012

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)

2011

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)

2011

Produced banner ads of various sizes based on approved proof sheets in Flash. Created multiple 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.

SKILLS AND ABILITIES

Graphic Design
Digital Publishing
Layout & Design
Packaging
Production Art
Technical Illustrations
Medical Illustrations
Coding
HTML/CSS/ActionScript3
Color Correction
Animation
2D/3D/Character
Storyboarding
Screen Printing

SOFTWARE

Adobe Creative Suite

 InDesign
 Photoshop
 Illustrator
 Animate
 Dreamweaver
 AfterEffects

MS Office Suite

 Word
 Powerpoint
 Excel
 Outlook

Other Software

 Autodesk Maya
 ToonBoom Harmony
 ToonBoom Storyboard Pro
 DigiCel FlipBook

EDUCATION

The Art Institute of California - San Francisco
San Francisco, CA

Bachelor of Science,
Media Arts & Animation

Lansing Community College
Lansing, MI

Associate of Science,
Graphic Design/Illustration