

Craig M. Wright
Web Designer, Experience Designer, Art Director
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Professional Summary

Proficient, highly motivated, productive User Experience Designer and Interactive Art Director who leverages management experience with creative talent to produce outstanding results.

Areas of Proficiency (I do this daily)

Information Architecture, Interactive Design, Art Direction

Technical Skills (I use these tools daily)

Adobe CS3 Suite (design)
Office applications (document)
Visio/Omni Graffle/Pen and paper (data visualization),
Adobe Flash CS3 (animation)

Experience (This is where I have been and what I have done)

Experience Designer - Voyager Expanded Learning - Dallas, Texas ***Current***

Information Architecture

- Created wire frames and workflow diagrams to create usable, clear experiences for large online applications
- Collected requirements from major stakeholders and users to clearly define goals
- Led focus groups to review software usability and accessibility to gauge usability of software

UI Design

- UI graphic design for two continuing education applications and the public website improving public facing and better representing brand

Valid XHTML/CSS

- Mentored designers and front-end developers towards standards based and user centered design practices, improving usability and accessibility
- Generated XHTML/CSS click-throughs serving as interactive wire frames for applications and used streamline the production process
- Created XHTML templates establish consistency in the markup for the public site

Creative Director/Experience Designer - OSG Inc. - Dallas, Texas ***Feb 2006 – Dec 2007***

Information Architecture

- Created wire frames and workflows to ensure proper information flow and content placement
- Worked with external clients and collaborated with developers to collect requirements and accurately identify business problems

UI Design

- Created interactive prototypes for use as proof-of-concepts to clearly communicate vision to clients
- Drafted clear design specifications to drive each projects UI development effort
- Transformed requirements into compelling, innovative design solutions that enhance the rich Internet application experience
- Designed, built and maintained corporate website

Valid XHTML Markup

- Led and mentored team of designers and CSS/XHTML developers, creating compelling designs and valid markup
- Hand coded and delivered valid CSS/XHTML for several executive dashboards resulting in a faster, more accessible experience

Art Direction

- Designed corporate logo for parent company and subsidiary to update brands
- Managed multiple projects at one time from concept to launch and delivered on time and met or exceeded expectations

Multimedia Developer - Texas Instruments - Dallas, Texas ***Oct. 2004 – Oct. 2005***

- Managed and updated content and HTML for multi-language CD ROMs
- Created and documented new process for collecting and documenting requirements and maintaining CD content
- Designed Flash template for use in multi-language CD ROMs using dynamic content
- Developed CD ROMs for new product release

- Multimedia Developer -Tribal DDB - Dallas, Texas** **2004**
- Developed Flash banners for major retail clients
 - Developed Flash interface for game awards show
- Web Designer, Web Developer - IRS - Dallas, Texas** **2004**
- Consulted with clients and stakeholders to collect requirements for web applications
 - Led HTML development team to create user interface for integration of three legacy systems for call representatives into one user interface
 - Drafted new HTML development process to create valid and consistent 508 compliant markup
 - Created improved workflows and wire frames, improving the usability and design for the user interface
- Sr Web Designer – Verizon – Las Colinas, Texas** **2001-2004**
- Information Architecture**
- Translated client's vision for the website into workflows and wire frames that clearly defined and organized information/data and detailed the site's navigation structure
 - Performed usability analysis on several website projects to ensure proper functionality and workflow
- Valid XHTML Markup**
- Designed and developed external and internal client websites, hand coding HTML, CSS and Javascript
- Flash Development**
- Developed several vision prototype and instructional Flash movies, clearly defining the value and use of proprietary software and web applications
- Project Management**
- Project Manager on multiple successful web development and design projects; determined project scope, risks, deliverables, task delegation, and implementation time line; primary point of contact throughout project
 - Led effort to create standards documentation and practice for Verizon Retail Intranet improving and unifying brand representation
 - Managed, maintained and edited the Verizon Retail Intranet; maintained tight budget and met all deadlines; main point of contact for all of Retail Verizon
- Web Designer, Web Developer - Cingular Wireless – Richardson, Texas** **2000 – 2001**
- Collaborated with team in re-branding and updating the first release of Cingular.com
- Web Designer, Web Developer - Target Base – Irving, Texas** **2000**
- Hand coded Valid HTML for the French version of “Pampers.com”
- Web Designer, Web Developer - I2 Technologies – Dallas, Texas** **1999 – 2000**
- Information Architecture**
- Generated wire frames and workflows for user interface designs for web based applications
 - Drafted competitive analysis to help define marketplace and develop strategy for multiple projects
- UI Design**
- Collaborated with developers and designers to create user interfaces for complex B2B marketplace software
- Valid XHTML Markup**
- Generated several valid HTML sites and web applications by hand
- Flash Development**
- Designed and developed several multi-media vision prototypes/corporate presentations
- Web Designer, Web Developer - VHA - Irving, Texas** **1999**
- Collaborated with internal clients to bring Intranet into compliance with a set of newly developed standards
- Web Designer, Web Developer - Yahoo/Broadcast Services – Dallas, Texas** **1999**
- Hand coded HTML pages for streaming Real Media development
 - Designed user interfaces for several live Internet broadcasts
- Sr. Web Designer - Azmyth Creative/Pixelation – Irving, Texas** **1998 -1999**
- Primary web designer/developer
 - Designed web interfaces for small to medium size business
 - Developed wire frames and workflows for several projects
 - Member of production team for interactive CD ROMs