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Joseph M Croasdaile web.design.print.motion.video

OBJECTIVE

I am looking for a position with a diverse company that encourages new ideas and is open to experimentation. A challenging fulltime position that will allow me to use my wide-ranging talents in graphic design, user interface development, web design, motion graphics, and video production to full potential. I plan on being a valuable team member and to further explore my creative talents thus allowing me to grow.

PROFESSIONAL EXPERIENCE | 12 YEARS

LifeWay | Web Designer | 06.2009 - Current

As a web designer for the Technology Division, I perform a wide range of duties including graphical assistance to multiple departments, weekly ads, identity creation, motion graphics, homepage updates, management of the enterprise wordpress platform, blog development and website updates.

Tone It Up | Web Designer | 03.2008 - Current

Acting as TIU's main technology support and web designer I have worked with this company from their inception. Day to day I am responsible for maintaining and providing support for the multiple websites under the ever expanding TIU umbrella. In addition to these duties I develop design assets on a daily basis and are constantly developing new sites. After four years with this company they are now generating millions in revenue and will have a Bravo TV show premiering in 2014.

Digital Dog Inc. | Art Director | 06.2006 - 06.2009

Art Director in charge of the web design projects within the company determining the look-and-feel for all sites produced. Developed sites utilizing cross browser compatible code, corporate style guides and working closely with PHP / ASP.NET developers on projects. Client list include various major Vanderbilt University divisions, Mapco Express, University of Alabama, Mississippi State University and many health care companies. In addition to design, responsible for the SEO management of various client websites.

Jcroasdaile.com | Freelance | 02.2003 - Current

Freelance web design services specializing within the entertainment and modeling industry. Developed highend flash sites utilizing today's cutting edge technology, building custom websites for actors and models. Networked with managers within the industry building strong relationships with clients. Projects include work with actress Tia Carrera, actor D.B. Sweeney and ESPN host Jenn Brown to name a few.

Kinetics a Subsidiary of NCR | Senior Designer | 10.2002 - 06.2006

Senior Designer responsible for developing brand identity, web, motion graphics, video, print and UI design for the entire company. As the lead UI designer, job responsibilities included designing the look and feel of user interfaces for self-service devices in various markets. Projects include work for McDonald's, Holiday Inn, Continental, Delta, Micros, Northwest and our corporate parent NCR among others. Reports directly to top level management and interacts with the CEO on a regular basis.

CONTACT

jmc@jcroasdaile.com
www.jcroasdaile.com
p. 615.796.5397
Nashville, TN

EDUCATION

BFA in Graphic Design
awarded spring 2000
Colorado State Univ.
Fort Collins, CO.

TOOLS

Photoshop
Dreamweaver
Fireworks
Illustrator
InDesign
QuarkXpress
Premiere
Final Cut Studio
After Effects
Motion
HTML
PHP
CSS
JavaScript
AJAX / JQUERY
SEO
Flash
Actionscript

EQUIPMENT

Mac and PC
SLR Digital Camera

REFERENCES

Available upon request

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Bandai Entertainment | Freelance | 09.2000 – 07.2002

Web Designer and Video Editor for Bandai Entertainment responsible for developing video trailers and web sites for their various anime titles. Web duties include creating dynamic user interface designs to engage the viewer as well as present the story and characters of the series. Video editing duties include the creation of promotional trailers for anime titles including various Gundam series that can currently be seen on Cartoon Network.

24/7 Real Media | Senior Designer | 12.2000 - 01.2002

Senior UI / Graphic Designer for the Connect division of the online advertising company 24/7 Real Media. Responsibilities concentrated on internal documents and UI design. As the lead UI designer, job responsibilities included the look and feel of the new user interface for the company online ad management system. Other duties included producing images for presentations, design for internal documents, and writing technical documentation.

Touch Your World | Volunteer | 08.2003 - 06.2006

Volunteer work for a non-profit fund raising organization responsible for developing their brand identity, print, web and event materials. In addition to design, responsible for the organization's website administration.

AnimEigo | Freelance | 03.2000 - 07.2000

Freelance Web / DVD menu designer for Japanese Anime company focusing on re-designing their corporate website. While working closely with their CEO, a unique user interface in line with the desired artist vision was created. In addition, other responsibilities included conceptualization and design of DVD menus utilizing various programs such as PhotoShop and Final Cut Pro.

CSU Art Dept. | Teaching Assistant | 01.2000 - 05.2000

Teaching Assistant to the Art Department Chair responsible for providing artistic guidance in the classroom and technical assistance in the Mac lab for students. Duties encompassed technical Mac OS issues to instruction with programs such as: PhotoShop, Freehand, QuarkXpress, Dreamweaver, and Illustrator. Assistance to students in an art director capacity was provided, offering constructive criticism and providing direction. In addition, was responsible for the creation and instruction of Dreamweaver & Flash tutorial courses at the school.

CSU Libraries | Webmaster | 09.1998 - 09.1999

Webmaster for the CSU library website involved close interaction with all departments. Duties were to contact the various department heads and to facilitate any required changes. Formats used included editing raw html code, JavaScript, and some CGI forms. The redesign of the Library web site user interface was another job responsibility.

HOBBIES

Video Editing

Digital Photography