



# JOSEPH CROASDAILE

WEB / GRAPHIC / UX DESIGNER

Address:  
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## OBJECTIVES

Seeking a challenging fulltime position that will allow me to use my wide-ranging talents in graphic design, user experience, web design, and video production for a diverse company that encourages new ideas.

## SKILLS

CSS3	<div style="width: 90%;"></div>
SASS	<div style="width: 85%;"></div>
HTML5	<div style="width: 95%;"></div>
WordPress / PHP	<div style="width: 100%;"></div>
JavaScript	<div style="width: 70%;"></div>
Photoshop	<div style="width: 80%;"></div>
Adobe XD	<div style="width: 75%;"></div>
Illustrator	<div style="width: 80%;"></div>
Premiere Pro	<div style="width: 90%;"></div>
After Effects	<div style="width: 60%;"></div>
Audition	<div style="width: 70%;"></div>

## EDUCATION

Bachelor of Fine Arts and Graphic Design  
Awarded Spring 2000  
Colorado State University, Fort Collins CO

## INTERESTS

Video Editing  
Photography  
Camping  
Hiking

## EXPERIENCE

Sep 2009 — Current  
**UX Developer**  
**LIFEWAY**  
Fulltime

### RESPONSIBILITIES:

As a UX/Web Designer, I perform a wide range of roles assisting multiple departments within the organization. These duties include wireframe/design mockups, website creation and UX design. I also set up and maintain the company-wide Enterprise WordPress platform for over 100 sites.

Jan 2021 — Current  
**Podcast Producer/  
Video Editor**  
**TY & THAT GUY**  
Freelance

### RESPONSIBILITIES:

Working with actor Wes Chatham and author Ty Franck of the Amazon TV series "The Expanse," produce weekly podcasts and videos. I am also responsible for the management of the Ty & That Guy's social media and Patreon accounts.

March 2008 — Oct 2015  
**Graphic/Web  
Designer**  
**TONE IT UP**  
Freelance

### RESPONSIBILITIES:

Acted as the main graphics/web designer and technology support from Tone It Up's inception. I was also responsible for developing its ecommerce and online community platforms. In 7 years, I helped grow Tone It Up into becoming a multi-million dollar fitness brand.

June 2006 — June 2009  
**Art Director/Web  
Designer**  
**DIGITAL DOG INC**  
Fulltime

### RESPONSIBILITIES:

Art Director in charge of the web design projects within the company determining the look and feel for all sites produced. In addition to design, I was responsible for the SEO management of client websites.

Oct 2002 - June 2006  
**Senior Graphic/  
Web/UI Designer**  
**KINETICS / NCR**  
Fulltime

### RESPONSIBILITIES:

Senior Designer responsible for developing brand identity, web, motion graphics, video, print for the company. Job responsibilities also included designing the look and feel of user interfaces for self-service devices in various markets.

Dec 2000 — Jan 2002  
**Senior Graphic/UI  
Designer**  
**24/7 REAL MEDIA**  
Fulltime

### RESPONSIBILITIES:

As the Senior Graphic/UI designer my job duties included developing the look and feel of a new user interface for the company online ad management system.