

Craig S. Webb

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25-19 14th Place Suite. III, Astoria, NY 11102

Please visit

<http://www.craigwebbart.com>

to learn how I create persuasive,
breakthrough communications

Executive Summary:

I provide project oversight, team management, creative direction, copywriting and graphic design for all communications including brand identity, broadcast media, print collateral and Internet marketing.

I define a vision of communication excellence, leading creative teams to create persuasive, breakthrough communications and achieve outstanding design solutions.



What I Can Do for You:

- Side-by-side experience helping clients to find and refine their message
- Lead creative teams, working with clients and vendors to achieve outstanding design solutions
- Focus team efforts towards successful delivery against a defined project criterion
- Monitor multiple simultaneous, nonlinear, asymmetric team executions
- Hand-code HTML/CSS, perform SEO/SEM, define website architecture, recommend usability enhancements and analyze results.
- Assist to develop contractual documents, proposals, estimates, project plans and creative briefs
- Champion the value of adhering to brand identity guidelines to staff designers and consultants
- Deeply care about the brand's values, culture and message
- Expert knowledge of design, production and media
- Ability to organize and write

Education:

School of Visual Arts Continuing Ed
Concepts for Advertising

Cornell University MFA, 1993
Printmaking, Computer Art

University of New Mexico BFA, 1987
Lithography, Journalism, Marketing

Technical Skills:

Hand-code HTML / CSS

Microsoft Word / Excel / PowerPoint

Adobe PhotoShop / InDesign / Illustrator / Acrobat

Mac OSX, will cross-platform

QuarkXPress

Great Cook!

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Recent Communication Design: Agency Experience:

Windowman / WMI

Custom Engineering / Manufacturing

Project management, copywriting and graphic design for communications directed to clients, investors, government agencies and engineers.

MightyMap.com

Real Estate / Internet Services

Product launch including copywriting and graphic design for print advertising, direct mail and internet.

AmeriMerchant

Financial / Banking Services

Graphic design, copywriting, editing and identity branding for print and web.

MaxDelivery.com

Food Retail / Internet Services

Product launch including copywriting, identity and graphic design for print and outdoor advertising.

Stibel, Ltd.

NYC-based European Fine Art Dealership

Creative, Art Direction Production and media placement for Art Collector Magazine Advertising.

Juice Generation

Manhattan Restaurants

Retail point of purchase (POP) signage graphic design, direction, production, and re-touching.

Other Projects

Various Clients

Identity branding, design, art and production for consumer catalog and packaging.

RFCP Advertising Agency

Art Director 6/02 – 2/03

Designed advertising, brochures, newsletters, logos, and PhotoShop retouching. Produced advertising and packaging mechanicals, ensuring high quality and accuracy.

Clients: Atlas Air, HIA Crafts, Grenada and Belize

Rowland Design Communications

(Saatchi & Saatchi)

Graphic Designer 6/01 – 11/01

Advertising, promotional materials, PR media, and new-business presentations.

Clients: Crowley Shipping, Iomega and DuPont Lycra

Ammirati Puris Lintas

Art Director 3/98 – 6/99

Iridium team member assisting creative design and production of worldwide advertising.

I coordinated creative design for new ad campaigns and new-business presentations.

Clients: Iridium, Goldman Sachs, Bacardi, Dewar's, Kellogg's, GMC, Trucks Ragu, Dell

Sony Music Special Products

Graphic Designer 7/94 – 6/96

Designed layouts and art for CD packaging, advertising, sales support, POP signage, brochures.

Created typography, logos, illustration, hi-rez photo retouching, Designed and produced premium CDs.

Clients: Avon, Revlon, Old Navy, Eddie Bauer, Chrysler and STP

Cornell University

Graduate Teaching Assistant 9/91 – 5/93

Taught six classes with subjects including:

Lithography I & II, Screenprinting, Computer Art, Contemporary Issues in Art

1996–2001

Art direction and design with agencies including:

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|---------|-----------|-----------------|--------------|-----------------|------------------------|
| D'Arcy | Ogilvy PR | KPR Advertising | Hill Holiday | Dynamic Medical | Wunderman Cato Johnson |
| Toolbox | Black Cat | Sloan Group | United Media | GT Interactive | Medicus Communications |