

CRAIG ROTHWELL

2509 Tryon Pines Dr. | Raleigh, NC 27603
(919) 272-7138 | Email: craig.m.rothwell@gmail.com

Skills

- * Illustration, animation, multimedia, UX/UI design, digital photo manipulation, typography, audio & video production, web development, and print design
- * Highly adaptable, forward thinking, and open-minded
- * Effective communicator and collaborator
- * Champion of efficiency

Technical

Multimedia: Photoshop, Flash, Illustrator, Premiere, After Effects, Final Cut, Audition, Audacity

Processes: Agile, Waterfall

Publishing: InDesign, Captivate, Storyline, Presenter, PowerPoint, Office, Acrobat

OS: Windows, Mac OS

Experience

Graphic Designer | Feb 2015 to Present

Syngenta | RTP, NC

- * Assess current state of existing training modules, develop module update strategy, and implement full visual overhaul
- * Custom-build Captivate development template to simplify module development
- * Record and edit voice-over audio for training modules
- * Write Training Development Guidelines document
- * Create Application Development Style Guide for software development team
- * Collaborate with application developers to create and update UI standards
- * Design custom UI assets for web applications
- * Lead brainstorming sessions with training module content owners
- * Compile shared visual asset library
- * Manage user database to monitor training adoption
- * Update intranet web portals

Graphic Designer | May 2013 to February 2014

IBM via CTG | RTP, NC

- * Design and create icons for cross-platform UI solution
- * Create new designs based on wireframes to add functionality to software UI
- * Conceptualize designs to improve User Experience
- * Build tutorial animations for mobile application
- * Collaborate with software architect to ensure graphic compatibility
- * Maintain updated content for software developer knowledge base
- * Provide graphic support for internal training

Graphic Designer & Flash Developer | September 2012 to February 2013

Campbell Alliance – Pharmaceutical Institute | Raleigh, NC

- * Create polished vector and bitmap visuals from penciled storyboards
- * Combine vector and bitmap elements to create animated, Flash-based training
- * Convert Flash-based content to HTML 5 for iPad deployment
- * Structure learning content using Articulate Storyline

Dynamic Media Developer | August 2011 to December 2014

RockerDown Studios LLC | Cary, NC

- * Storyboard, direct, shoot, and edit promotional videos for web-marketing campaign
- * Set-up and tear-down audio and video equipment for live streaming video series
- * Create illustrations for iPad application development
- * Design illustrations and text-treatments for a published book
- * Develop social-media brand marketing
- * Upgrade a visual brand for multi-faceted presentation project
- * Improve UI for warehouse logistics management software
- * Build brand design for warehouse management software suite

Multimedia Developer | September 2008 to August 2011

Cisco Systems | RTP, NC

- * Art Director for 40+ team members
- * Develop Flash illustrations and animations for sales-force knowledge modules
- * Capture, edit, compress, and integrate video with Flash-based learning content
- * Collaborate storyboards and brainstorm content with instructional designer
- * Produce and direct video
- * Create and update vector-library assets
- * Design User-Interface concepts
- * Record voice-over audio
- * Troubleshoot ActionScript
- * Host WebEx meetings

Senior Multimedia Developer | May 2006 to July 2008

Performance Impact | Cary, NC

- * Design and develop high-end graphics and animations for management-training courseware, conferences, and trade shows
- * Integrate voice-over with Flash-based training content
- * Develop print collateral for training modules
- * Conceptualize and build new training models
- * Create and organize visual skins for proprietary course module system
- * Manage graphical content libraries
- * Collaborate content with instructional designers
- * Re-code and troubleshoot Flash ActionScript
- * Update web site for external client

Graphic Designer | June 2005 to May 2006

Triangle Regional Directory | Raleigh, NC

- * Create ads for full-color printing
- * Scan and manipulate raster graphics
- * Organize and manage massive file libraries
- * Manage and implement IT solutions

Graphics Coordinator | January 2005 to June 2005

Mims Distributing | Raleigh, NC

- * Design and create banners, table tents, case cards, and static stickers for on- and off-premise advertising purposes
- * Track ads and displays and provide planning information for future use
- * Update retail price schedules on the fly
- * Edit and prepare materials for weekly sales meetings

Typesetter | August 2004 to October 2004

BCT | Raleigh, NC

- * Design proofs and layouts for business cards, letterheads, envelopes, and announcements
- * Typographically select and alter customer designs
- * Work with proofers and plate-setter to maintain quality and efficiency
- * Convert graphic formats between PDFs, EPSs, and TIFs
- * Create color separations from standard graphics

Web-Based Training Developer | March 2001 to March 2004

Global Knowledge | Cary, NC

- * Create graphics and Flash animations for IT training courseware
- * Develop Flash slideshow for use in all Global Knowledge training centers
- * Conceptualize and build Virtual Classroom Flash demo for the company website
- * Research and develop new courseware interface
- * Test and integrate complex Flash components
- * Streamline research and development of courseware delivery interface
- * Editing and integrate audio and video with Flash
- * Lead Flash Developer meetings, and participate in Technical Development Committee meetings
- * Re-code and troubleshoot HTML content
- * Re-code and troubleshoot Flash ActionScript
- * Retouch photos and screenshots

Multimedia Developer | September 1999 to November 2000

Nortel Networks | RTP, NC

- * Create fully interactive presentations and documents for Field Technicians via web and CD-ROM
- * Redesign of the SOT intranet site, including customizable interface and Flash-based menus
- * Design and create internal Product Showcase website with Flash integration
- * Adapt engineering CAD and vector illustrations for Installation Methods and web use
- * Produce videos, including storyboarding, on-location filming, editing and post-production
- * Record, edit, and implement voice-over audio for Product Showcase internal website
- * Redesign departmental logo
- * Retouch and resize digital photos to streamline installation documentation

Education

School of Communication Arts | Graduated October 1995

Computer Art & Animation | Raleigh, NC

W.G. Enloe High School | Graduated June 1993

Fine Arts Studies | Raleigh, NC