

Craig Webb

(917) 797-0983

craigwebb@craigwebbart.com

<https://craigwebbart.com>

[Linkedin.com/in/CraigWebbArt](https://www.linkedin.com/in/CraigWebbArt)

Dear Human Resources Director,

I seek to serve your team as a Senior Designer.

I research new product ideas to help clients determine market viability and user needs, and transform client business objectives into an innovative and engaging online presence.

I conduct user research and usability testing. I create detailed wireframes, journey maps, and documentation to effectively communicate design concepts to stakeholders and the development team.

I design and build websites, work on new products, and write original content.

My design skills include coding modular HTML5, CSS and JavaScript. I use SASS, Figma, Github, and Adobe tools.

I design, build, test and refine interactive prototypes and website designs. Production-ready code is passed to the development team.

I devise simple visual vocabularies to convey complex ideas. My experience includes ad agency new business, corporate marketing and freelance design.

Skills:

- Collaborate as a thought partner with clients
- Research and write original search-optimized content for the web
- Generate on-message creative for new business
- Create wireframes, prototypes and comps with Figma and Photoshop
- Build design systems, HTML/CSS/JavaScript websites, and WordPress themes
- Experience with design workshops, focus groups, and critiques
- Act as a creative team member to produce new business incentives
- Solve complex problems, craft an inspiring vision, and think big

I strive to lead by example and treat others with respect.

I am available now and seek a full-time remote role as a Product UX/UI Designer, Front-end Developer, Digital Designer, or Copywriter.

My ability to marry content, design and code into a cohesive product will be an asset to your team. Please contact me about opportunities to serve your needs.

Sincerely,

Craig Webb

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I am a Digital Communications Designer and Consultant, experienced with Client Collaborations, Project Design, User Experience Research, Front-end Design, Content Development, Graphic Design, and Copywriting.

Craig Webb Art

2005 – Current

Communications Consultant

Consultancy providing communications design services for Internet and print marketing.

Focus is new business development including full-stack web development, copywriting, and graphic design.

Currently available for full-time employment or contract roles. Prefer remote work.

1994 – 2005

Graphic Designer / Art Director

In-house freelance graphic design and art direction for corporate clients in New York City.

Core Technologies and Skills:

Creative Development:

Ideation • Concept Development • Copywriting and Editing • Brand Strategy • Internet Marketing

Digital Design and Development:

Adaptive, Responsive and Progressive Design using HTML • CSS • SVG • SASS • JavaScript • JQuery
PostCSS • Bootstrap • WordPress • PHP • Gulp • Handlebars • Eleventy • HTML Email • Figma • Git • Github

User Experience Design:

Website Architecture • Design for Mobile • Rapid Prototype Development • HTML Templates • SEO • Site-maps
Content-Rich User Interface Design • Wireframes, Storyboarding & Personas • Flow Diagrams • Style Guides

Design Research Techniques:

Client and User interviews • Research for content development • Design workshops and critiques • Creative "War Room" experience • Working with focus groups • User observation sessions • Google Analytics • A/B testing

Graphic Design:

Illustration • Adobe PhotoShop & Illustrator • InDesign & QuarkXPress • Figma • Microsoft Word / Excel / PP

Product Management:

Planning Documentation • Functional Specifications • Agile • Scrum

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

Please visit my website at <https://CraigWebbArt.com> for details about my work.

Recent Design and Consulting Experience

Travis Young Coaching, Springfield IL TravisYoungCoaching.com 03/2023 – 05/2023

• Website Design • Client Collaboration • Copywriting • Brand Development • Front-End Development • User Experience Design • Custom WordPress block theme • JavaScript, PHP, HTML and CSS.

Life Sci Hub, New York, NY lifescihub.com 10/2017 – 01/2018

• Created UI front-end designs for React app using HTML/CSS and SASS • Created dynamic SVG interface

Uptown Mogul, New York, NY UptownMogul.com 03/2017 – 08/2017

• Website Design • Custom WordPress mobile-first responsive website theme • User Experience Design • Client Collaboration • Front-End Development • SASS, JavaScript, PHP and HTML

Real NY Bike Tours, New York, NY RealNYbiketours.com 03/2017 – 07/2017

• Website Design • Custom WordPress mobile-first responsive website theme • User Experience Design • Client Collaboration • Front-End Development • SASS, JavaScript, PHP and HTML

Mohr Better Engineering, Chattanooga TN 02/2017 – 04/2017

• Content Development • Client Collaboration • New business marketing copywriting

TB1 Associates LLC, New York, NY TB1associatesllc.com 11/2016 – 01/2017

• Website Design • Mobile-first responsive website • User Experience Design • Client Collaboration • Front-End Development • SASS, CSS, HTML, and JavaScript

Silver Fox Renewables LLC, Pasadena, CA SilverFoxRenewables.com 05/2016 – 10/2016

• Client Collaboration • Copywriting • Mobile-first Website Design • UX/UI Design • SASS, CSS, HTML, JavaScript

Result: Silver Fox Renewables conducts over 1 million yearly business

Lawson Galleries, San Francisco, CA LawsonGalleries.com 06/2016 – 08/2016

• Website Design • Custom WordPress mobile-first responsive website theme • User Experience • Copywriting • Front-End Development • User Interface Design • Custom short codes and plug-ins • Prototype Development • SASS, CSS, HTML, and JavaScript

Icarus Group Ironwork, New York, NY IcarusGroupIronwork.com 02/2016 – 04/2016

• Website Design • Mobile-first responsive website • Copywriting • User Experience Design • Wireframes • Prototypes • Front-End Development • User Interface Design • SASS, CSS, HTML, JavaScript, and Bootstrap

xVenturesGroup, LLC, Philadelphia, PA CareHandOff.com 10/2015 – 12/2015

• QA study of the CareHandOff.com app • Wrote User Experience Study • Recommended style and function changes, improvements • Created marketing graphics • Live-code prototypes to communicate with developers

Taste the Tropics, New York, NY TastetheTropics.com 06/2015 – 11/2015

• Website Design • Mobile-first responsive website • UX/UI Graphic Design • Client Collaboration • Copywriting • Front-End Development • User Interface Design • SASS, CSS, HTML, JavaScript and JQuery, Bootstrap, SVG

Pegasus Productions, Inc., New York, NY PegasusProductions.us 01/2015 – 04/2015

• Website Design • Mobile-first responsive website • User Experience Design • Client Collaboration • Copywriting • Graphic Design • Front-End Development • User Interface Design • SASS, CSS, HTML, JavaScript and JQuery • FancyBox and Polyfill scripts, Bootstrap, SVG

xVenturesGroup, LLC, Philadelphia, PA HandOffLabs.com Consulting. 2012, 2014

- Client Collaboration • Copywriting for video storyboards • UX wireframes and personas • Website Design
- Mobile-first responsive website Development • Copywriting • Market testing for a new web application
- Logo design for ZebraFood, an online app • HTML, CSS, and JavaScript • Adobe Suite, Google Docs

Mirren, New York, NY mirren.org / newbusinessconference.com Consulting. 2014, 2013, 2012, 2011

- Email-marketing communications design • Inline HTML • Graphic Design • PhotoShop

Face, London, UK Pulsarplatform.com Consulting 2012, 2013, 2014

- Focus Group Illustrator • I assisted with lab-based user interviews and consumer focus groups to test usability, products, and marketing concepts

Sudler & Hennessey, New York, NY Sudler.com 10/2013

- Graphic Design • Print Production • QA • Refined digital files and prepared files for press output
- InDesign, Illustrator, Photoshop, Acrobat • Clients included Merck, Forest and Pfizer

Mural Mural on the Walls, New York, NY muralmuralonthewalls.com 03/2012 – 01/2013

- Ideation & concept development • Copywriting • Requirements Gathering • User Experience • Logos & branding
- Mobile-first Responsive Website Design • Front-End Development • HTML, CSS, JavaScript and PHP

Result: The client received multiple grants, awards, NYC funding and employment in the arts.

Protégé Partners, LLC, New York, NY Protegepartners.com 06/2012 – 09/2012

- Graphic Design • Custom prospectus, reports and other marketing support materials to target global investors
- InDesign and PowerPoint on PC platform

Gotham Analytics, New York, NY GothamAnalytics.net 09/2012 – 12/2012

- Graphic Design • Print marketing materials • Copy Editing • Business and competitor research • User Experience
- Explore User Interface options • Design testing • Wireframes • Live HTML Prototypes • Front-end Development
- Responsive HTML5 website • Responsive navigation, drop-down sub-menus; Hero button navigation; Responsive Contact Form; Nested Callout Panels, Image Carousel

Thomas Publishing Company, New York, NY Thomasnet.com 06/2011

- User Experience Design • Photoshop and Illustrator mockups

Icarus Group Ironwork, New York, NY IcarusGroupIronwork.com 01/2011 – 06/2011

- Ideation and concept development • Project Planning • Content Strategies • Copywriting • User Requirements
- User Journeys • Requirements Gathering • Client interviews • Business and Competitor Research • Prototypes
- Information Architecture • User Experience Design • Wireframes • Mobile-first Responsive Website Design
- Front-End Development • User Interface Design • SASS, CSS, HTML, JavaScript, PHP and Bootstrap

Result: Strong Search-Optimized Content resulted in five years page-one Google rank through natural search

- The client stopped building ironwork himself and devoted his time to closing contracts

Shalizar Properties, New York, NY shalizarproperties.com 03/2010 – 06/2010

- Website Design and Development Leading the entire project lifecycle • Brand Development
- Front-End Development • HTML5/CSS3 website • Cross-browser Fixes, Fallbacks & Progressive Enhancements

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Bill Miller Photography, New York, NY

billmillerphotography.com

04/2008– 12/2009

- Concept, website design and development
- Project management • Information architecture • Copywriting • Graphic design • SEO/SEM

Windowman / WMIIndustries, Brooklyn, NY

04/2008– 12/2009

Copywriting, graphic design and project management

- Ghost writer for publication • Contracts • Investor Prospectus • New-business Presentation • PowerPoint Presentations • Presentation “leave-behind” collateral booklet • Product Description Posters • Sales support collateral • Technical Papers

Agency Experience:

RFCP Advertising Agency, New York, NY

06/2002 – 02/2003

Art Director: Advertising, brochures, newsletters, logos, packaging mechanicals, photo retouching

Clients: Atlas Air, HIA Crafts, Grenada and Belize.

Rowland Design Communications, New York, NY

06/2001 – 11/2001

Graphic Designer: Advertising, promotional materials, PR media, new-business presentations

Clients: Crowley Shipping, Iomega and DuPont Lycra.

Ammirati Puris Lintas, New York, NY

03/1998 – 06/1999

Art Director: Creative design for worldwide advertising new-business presentations and ad campaigns

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

Sony Music Special Products, New York, NY

07/1994 – 06/1996

Graphic Designer: CD packaging art and design, advertising, sales collateral, POP signage, brochures

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

Consultant:

06/1996 – 01/2000

Other Freelance Art Direction and Graphic Design:

D'Arcy

KPR Advertising

Ogilvy PR

Wunderman Cato Johnson

Black Cat

GT Interactive

Hill Holiday

Medicus Communications

United Media

Sloan Group

Toolbox

Dynamic Medical

In-house Marketing and Design

Avon

Jones NY

j crew

Scholastic

Ernst & Young

AmeriMerchant

American Express

Square Feet Inc.

Windowman / WMI

NYSE

Personal Interests:

Painting and Drawing, Swimming, Create and Produce Social Events, Blogging, Gardening