**Craig Webb** (917) 797-0983

[craigwebb@craigwebbart.com](mailto:craigwebb@craigwebbart.com)

<https://craigwebbart.com>

[Linkedin.com/in/CraigWebbArt](https://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 ArtsContinuing Ed Concepts for Advertising

Cornell UniversityMFA, 1993 Printmaking, Computer Art

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

Please visit my website at [https://CraigWebbArt.com](https://craigwebbart.com) for details about my work.

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**Recent Design and Consulting Experience**

**Travis Young Coaching**, Springfield Il [TravisYoungCoaching.com](http://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](https://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](http://www.craigwebbart.com/webprojects/web-project_11.htm) 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](https://www.craigwebbart.com/webprojects/web-project_12.htm) 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](http://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](http://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](https://craigwebbart.com/icarus) 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](http://carehandoff.com/) 10/2015 – 12/2015

• QA study of the [CareHandOff.com](https://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](https://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

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**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](http://www.mirren.org/) / [newbusinessconference.com](https://mirrenlivenewyork.com/) Consulting. 2014, 2013, 2012, 2011

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

**Face**, London, UK [Pulsarplatform.com](http://www.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](http://www.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](http://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](http://www.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](http://www.craigwebbart.com/ga) 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](https://www.thomasnet.com/) 06/2011

• User Experience Design • Photoshop and Illustrator mockups

#### Icarus Group Ironwork, New York, NY [IcarusGroupIronwork.com](http://craigwebbart.com/icarus/) 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](http://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](https://www.craigwebbart.com/bm/) 04/2008– 12/2009

• Concept, website design and development

• Project management • Information architecture • Copywriting • Graphic design • SEO/SEM

**Windowman / WMIndustries**, 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, NY06/2002 – 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 – 1120/01

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

Clients: Crowley Shipping, Iomega and DuPont Lycra.

**Ammirati Puris Lintas**, New York, NY03/1998 – 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, NY07/1994 – 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