

JEFF L. CROWE

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DIGITAL GRAPHIC ARTIST / ANIMATION ARTIST

Motivated graphic arts professional with over 20 years experience orchestrating all aspects of visual design projects, including development, branding, packaging, and marketing. Innovative strategist, applying creative principles to drive high-quality professional product and deliver on all corporate goals. Dynamic team player, motivating teams while working collaboratively with clients, management, and coworkers to ensure top performances. Reputable for designing compelling digital graphics, animations, and effects in PhotoShop, Illustrator, Flash, and 3DMax. Highly versatile, able to manage multiple tasks simultaneously while quickly learning and implementing new approaches and technical skills. Proven track record of translating graphic art talents into compelling products delivered on time and within budget to bring visual life to ideas. Areas of expertise include:

Digital Graphic Arts Design/Production • CGI Modeling/Animation (DVD Menus/Concepts/Commercial) • Logo Design
Marketing/Product Branding • Character/Cartoon Design • Flash Animation (Web/Commercial) • Web Design
Advertisement Concepts/Design • Promotional Design • Digital Asset Management • Package/Box Art Design
Digital Image Preservation/Maintenance • Project Management • Slide/Film Transparency Scanning • Communications

PROFESSIONAL EXPERIENCE

DELUXE MEDIA MANAGEMENT, Valencia/Burbank, California • 2002–2012

Division of global firm providing physical and digital fulfillment needs for entertainment studios.

Manager of Creative Services

Led all digital graphic support of key projects for various Deluxe departments.

- Created CGI animation involving the Deluxe company logo for Vision Entertainment that was put into service by Deluxe as a greeting for clients, visitors, and employees.
- Spearheaded web graphic support and cartoon short production for %The Dalai Camel+ (shown on YouTube).
- Provided key graphic marketing support for major motion picture productions %Black Russian+ and %Walking on Dead Fish.+

Deluxe Branding Solutions

Directed digital graphic aspects of key marketing, design, branding, and packaging projects both for clients and in-house production. Designed logos and packaging layouts/templates. Developed virtual proofs of marketing promotional merchandise for single jpg samples and multi-image PDF catalogs.

Digital Asset Management

Orchestrated asset maintenance and management of feature assets section for B2B websites for major clients, including Disney, Paramount, and Warner Bros. Located and included domestic and international publicity materials. Coordinated processing and repair of digital images, key art, and title treatments using PhotoShop, Illustrator and Slide Scanner Technology. Ensured accurate and comprehensive HTML coding of all text information.

- Orchestrated clean-up, repair and touch-up of images (using PhotoShop) for Disney client.
- Earned 2 Great Performers . Applause Award, as well as exception annual review ratings.

Marketing Department

Led ad layout and design, producing marketing materials in line with company objectives. Created web mock-ups and graphic elements for web development team, as well as for clients. Produced invitations, posters, and variety of promotional marketing materials for local divisions.

- Organized creation of specially designed t-shirt for injured coworker for Blood Drive.

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VISION ENTERTAINMENT (now Deluxe Media Management), Santa Monica, California • 1999–2002

Global providers of physical and digital fulfillment needs of entertainment studios (acquired by Deluxe in 2002).

Manager of Creative Services

Orchestrated variety of digital graphic support services for various projects in multiple departments, including ad layouts, custom brochures and logos, CGI modeling and animation and Flash animation (commercial/web/email). Developed promotional products both for clients and in-house teams. Designed and created static and animated for interactive DVD menus, ads, logos, and CGI model mockups of marketable equipment.

- Generated spontaneous graphic designs and promotions, establishing additional creative services to expand company offerings.
- Designed and orchestrated special projects at minimal costs, eliminating need for contractual expenditure.
- Chartered development of animated and static menu/information screens for interactive movie and television preview DVD for use at both NATPE and Show West industry conventions.
- Achieved recognition for company ad for 2000 NATPE Convention, earning full-page spot on back of convention newspaper.

FREELANCE GRAPHIC ARTS WORK, Oakhurst, California • 1996–1999

Freelance Graphic Artist

Directed individual design projects and produced digital graphic materials for various clients, including logos, business cards, flyers, posters, backgrounds for 2D games, and toy modeling.

- Designed and built interactive control screen (3D Max/PhotoShop) for Visual Purple.
- Created 2D material maps and 3D model of ski helmet for Sierra Sports.

TSUNAMI MEDIA, Oakhurst, California • 1993–1996

Development firm, focused on computer graphic adventure games.

Lead Animator

Led management of key projects involving 2D computer graphic animation and corrected 2D digital backgrounds on adventure games. Designed and animated art for major game releases. Re-created character designs and animating concepts for sequel games.

- Delivered high quality results for major projects including simulation game %Free Enterprise+(very popular in Europe) and %Return to Ringworld.+

Career note: Additional professional experience includes Digital Animator for Sierra Online (Oakhurst, California). Details available on request.

TECHNICAL SKILLS

3D Studio Max • Flash MX • Character Studio • Discreet Reactor
Adobe Premier/Acrobat • Cannon Slide Scanner
Sonic Foundry Deluxe Video Factory • Illustrator CS3 • After Effects
PhotoShop CS3 • MS Office • HTML Tagging