

Craig McDowall

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Perryville, MD 21903
970-405-2160
craigmcd@LLAP.us

Creative Design Skills

Art Direction • Advanced Graphic Design

Conceptualizing
Communicating
Web Page Interface
Page Layout
Typography
Image Editing
Illustration
Storyboards

Project Management

Webinar Production

Copy Writing • Editing

Advanced Photography

Event Planning • Exhibiting

Book Design and Publication

Identity Systems and Branding

Presentations and Proposals

Digital Publishing

Adobe Creative Cloud

InDesign
Photoshop/Lightroom
Illustrator
Acrobat Pro
Dreamweaver/Muse
Premier Pro/iMovie
GoLive CS2
Bridge

Web Site Development

Full Color Printing • Preflight

Spot Color and Duotone Printing

Large Format: Perfect Resize 8

Color and Font Management

Online Portfolio

www.LLAP.us

Education

Bachelor of Arts

Adams State University
Alamosa, CO
drawing • printmaking • design • sculpture

Student-at-Large

San Antonio Art Institute
San Antonio, TX

Continuing Education

- Digital Publishing, Adobe
- Photoshop Seminars, NAPP
- Adobe Creative Suite Workshops, NAPP
- InDesign and Photoshop, Adobe and Apple
- Trade Show Marketing, Exhibitor Training Center
- Typography, Dynamic Graphics & Robin Williams
- Leadership Development, WWG

Employment History

Anvil Graphics LLC

Principal • Art Director • Graphic Designer
anvilgraphics.com
1999 – present Perryville, MD

Artifacts Artist Services

Designer • Fabrication
Lacey, WA

Stations of the Cross Shrine

Bronze Foundry Metal Chaser
Colorado Springs, CO

Platte Floral

Assistant Greenhouse Manager
Colorado Springs, CO

KASF-FM Radio Station

Assistant Manager • DJ
Alamosa, CO

Professional Associations

National Association of Photoshop Professionals (NAPP)

American Institute of Graphic Art (AIGA): former member

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Personal Portfolio: www.LLAP.us

I have the skills and knowledge necessary to bring creativity, professionalism and leadership to any graphic design, print project, webinar or web site design, guiding it from concept to completion. That experience has afforded me the opportunity to serve a great variety of clients across many industries, from medical centers and business services to large non-profit foundations and small cities. About a year ago my wife and I moved from Colorado so she could accept a health-care position in this region.

My goal is to help organizations achieve their communication and marketing objectives by crafting clear messages through strong design, excellent typography, creative photography and expert image editing, copywriting and editorial skills, and online content management. I am able to work independently and with teams to bring projects to a successful conclusion.

Bachelors Degree in Fine Arts, and thousands of hours of real life experience using the Adobe Creative Cloud.

CORE SKILL: Graphic Design ~ Advanced Photography

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Lightroom, Acrobat, Dreamweaver, Bridge

Projects: Brochures, hardcover books, catalogs, calendars, direct mail, pamphlets, packaging, folders, event and trade show graphics, posters, murals, magazine and newspaper ads, signs, business collateral.

Special skills: Die-cut, special folds, spot colors and spot varnish, large format images, branding, color specialist, image editing, illustration, logo design, proposals and presentations, typography, project management.

Photography: On location and studio experience. Product photos, interiors, people.

SUPPORTING SKILL: Web Site Design ~ E-Blast Marketing

Solid working knowledge of html and CSS. User Interface Experience. Content Management Systems (CMS): Wordpress / Drupal. E-mail marketing. Dreamweaver, FTP.

SUPPORTING SKILL: Adobe Connect Webinars

Produced over 90 hours of webinar training since 2012. This includes all aspects of production: Videotaping and editing, optimization for web streaming, html E-mail invitations, web page editing, RegOnline registration, online student testing and online surveys. The live streaming webinars are presented in Adobe Connect.

SUPPORTING SKILL: Videotaping and Digital Editing

Working knowledge of Premier Pro and audio editing. Export for internet streaming.

PLUS: Open Office, iWork, Font Management, Color Device Profiling. Primary workstation: Macintosh

Commercially printed samples available to review during my interview process.

View samples online at: www.LLAP.us