

# CRAIG S. MILLER

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## VISUAL DESIGNER

As a visual designer and brand advocate, I strive for clean design solutions to make the world a simpler, more engaging place. I help bring compelling user experiences and business goals to life through a passionate and pragmatic approach. I also know when to adhere to established patterns and when to push the envelope. I'm hands-on, collaborative, strategic and always excited to see the project through from start to finish. I enjoy working on web design and development, UX & UI design, corporate branding and print design.

- 10+ years experience with a passion for visual storytelling
- I design clean, strong and modern highly usable interfaces
- Excellent working knowledge of Adobe Creative Suite
- Enjoy producing prototypes and wireframes with Adobe XD
- Obsessive over typography, color, iconography
- Proponent of mobile first approach / responsive web design
- I care about the user and speak their language
- Ability to provide creative direction and clearly communicate designs across departments and stakeholders
- Comfortable working in agile environments using iterative process
- Develop hand crafted websites with HTML, CSS and jQuery Integration
- Love working with WordPress and WooCommerce

## EXPERIENCE

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### **Vyopta / Web UX Designer-Producer**

(Jun 2017 – Present)

As Web UX Designer/Producer at Vyopta I'm responsible for defining and creating new user experiences for the company's website. Deliverables include defining user requirements, UX/UI, wire-frames, branding, visual design, web design and development. Also responsible for creating email templates, newsletters and landing pages for marketing campaigns (Salesforce Pardot environment).

### **Pronghorn Overland Gear / Creative Director**

(Aug 2013 – Mar 2017)

As Creative Director at Pronghorn I was responsible for defining and creating new and existing user experiences for the company's unique off-road gear product lines. Deliverables include UX/UI, defining user requirements, wire-frames, rapid-prototypes, visual design, web design and development.

### **iHeartMedia / Sr. UX Designer**

(Jan 2011 – May 2013)

Defined user-centered experiences for multiple internal and externally facing products to solve complex UX problems. Responsible for collaborating with multiple stakeholders and internal customers to deliver UX, UI, Visual and Interaction Design and User Research and Testing. Clients included Corporate Communications, Media + Entertainment, Public Relations, Investor Relations, iHeartRadio, IT and HR.

### **iHeartMedia / Intranet Content Manager**

(Jan 2008 – May 2010)

As Intranet Content Manager with Clear Channel I worked closely with SharePoint 2007/2010 platforms. I collaborated with multiple stakeholders and internal customers from all major divisions within the company to create content, provide management and training/support for company's portal website (Clear Channel Resource Center).

### **iHeartMedia / Web Designer + Developer**

Jan 2005 – Dec 2007

I served as Web Designer/Developer for company's portal website on SharePoint 2007/2010 platforms. I was responsible for the design and customization of the UI, provided visual design, developed new websites and pages and defined the information architecture / interaction design.

### **iHeartMedia / Visual Designer**

(Jan 2003 – Dec 2004)

I served as senior visual designer responsible for designing annual reports, brochures, company logos, style guides, stationary and internal and event advertisements.

### **Big / Interactive Director**

(Mar 2001 – Aug 2002)

Established and managed the interactive division. Responsible for direction, management, scheduling, and traffic of all UX projects. Outlined business development proposals and went on client presentations.

### **Lante / Art Director**

(Feb 2000 – Jan 2001)

Responsible for the direction of all visual design projects for Lante/South Central Region. Managed the UX creative team, scheduled resources and allocation of team members.

### **CBP Communications / General Partner + Art Director**

(Feb 1997 – Jan 2000)

Strategic interactive marketing communications firm providing consultation and production for all forms of media. National clients included Iomega Corporation, Time Warner Communications, IBM, Whole Foods Markets and Electronic Arts. I served as General Partner / Art Director.

### **Origin Systems, Inc. (Electronic Arts) / Creative Services Manager**

(Jan 1989 – Jan 1997)

Responsible for directing team of visual designers and artists. Provided art and project direction and continuous tracking of all product packaging, game documentation, and diverse marketing materials. Coordinate efforts with international offices to ensure all materials are translated for simultaneous worldwide release. Responsible for managing personnel, creative and capital expenditure budgets. Previously served as Sr. Visual Designer.

## **EDUCATION**

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**Austin Community College** (1988 – 1989)

Associates, Commercial Arts

## **CONTACT**

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