

CURRICULUM VITAE

CRAIG CAMPBELL

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“Craig is a consummate professional, always on time with projects and always keeping the client’s message at top of mind. He is delightful to work with and an asset to any organization’s marketing effort.”

*~Kristie Vento,
inChorus Marketing*

BIOGRAPHY

I have been doodling on computers since the first time I opened Paintbrush in Windows 3.0 in 1990. Since then, I have constantly sought new and exciting ways to make beautiful things on computers. Throughout my education and career, I have learned and practiced many forms of graphic and web design that constantly keep me engaged and challenged.

One of my biggest strengths is my ability to learn quickly. Almost every design and development technology in my skillset has been self-taught, and I am on a constant journey to learn more and to improve my current skills.

CAREER

Freelance Designer/Developer

July 2007 - present

As a Flash trainer for Technical Lead (see below), I began to fear that my design skills in other areas would start to grow stale, so I decided to supplement my income with freelance design work.

As a freelance designer, I developed working relationships with a number of web development and marketing firms, including i5 Web Works in Southlake, Texas and inChorus Marketing in Fort Worth.

To view samples of my web/graphic design work, visit:

<http://www.craigsoup.com>

TOOLS USED

Flash CS4

ActionScript 3.0 and 2.0

Photoshop CS4

Illustrator CS4

InDesign CS4

XHTML / CSS

Dreamweaver

PHP

JavaScript

Search Engine Optimization

Search Engine Marketing

Pay Per Click Advertising

Google Adwords

WordPress

Camtasia Studio

Photography

Soundbooth

After Effects

Lead Trainer - TechnicalLead.com, Inc.

January 2004 - September 2009

I joined the TechnicalLead.com team when the company was six months old. At the time, the company consisted only of the two owners. I was hired to write email newsletters and keep the website updated.

Within a couple weeks, I was editing videos and assisting with Google Adwords campaigns, and within a couple months, I was authoring training videos for Photoshop and Flash. Since then, I have recorded over 30 training courses for Flash, Photoshop, Dreamweaver, HTML, XML, CSS, and WordPress. I have also taught a few Flash and Photoshop webinars using WebEx.

Web/Graphic Designer - eMedia Group

December 2001 - May 2003

I started working for this small web design firm during my last semester at Texas Tech. While working for eMedia, I designed websites, product catalog layouts, logos, and product packaging for companies like Triton Golf, Mueller Steel Buildings, R&D Consulting, and Huntington Custom Shirts.

Examples of these designs and other can be found at:

<http://www.craigsoup.com>

EDUCATION

BBA, Management Information Systems

Texas Tech University, Graduated 12/2001

At Texas Tech, I took a classes in programming, business, marketing, web design, mass communications, writing, and choir. I made the President's List 6 semesters in a row and the Dean's List twice. I graduated Cum Laude. I was also a charter member of the Chi Beta choral service fraternity.

ACCOLADES

"I have been using your video tutorials now for nearly a year and I must say...I can't get enough of them! My Flash skills have just gone from strength to strength. I haven't seen or heard anyone explain Flash better than you can, and I have used a few!!!" ~Neil

INTERESTS

*Golf
Writing
Photography
Guitar / Piano
Hiking
Camping
Fishing
Animation
Video*

Continuing Education

Since graduation, I have had an insatiable drive to continue my education. Through books, online tutorials, training videos, and industry experience, I have learned and become proficient in Flash, Photoshop, Illustrator, InDesign, Dreamweaver, ActionScript (2 and 3), XHTML, CSS, SLR photography, animation, photo manipulation, video editing and production, and sound editing. I have also gained a working knowledge of Swift 3D, Blender, JavaScript, PHP/MySQL, and Ruby on Rails.

Over the last few years, I have attended two Flashforward conferences and one Adobe MAX conference. I also have a continuing subscription to Lynda.com training videos, which I constantly use to improve and expand my skill-set.

My personal School of Flash tutorial site has been featured on 'The Daily Review' as one of the Top 100 Programming blogs.

QUALITIES

- Energetic and enthusiastic
- Attentive to detail
- Constant desire to improve
- Ability to teach, write, and communicate effectively
- Quick learner
- Work very well under pressure and deadlines
- Ability to work with multiple styles, not just my own

Thank you for taking the time to view my curriculum vitae. Please visit my portfolio site if you haven't already:

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