

CRAIG ERLICK

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Summary

I am a highly proficient graphic artist with demonstrable creative talent and a focus on detail.

My enthusiasm for effective communication been instrumental in sharpening my interpersonal skills.

By maintaining a prolific set of skills in Adobe CC Suite - Illustrator, Photoshop, InDesign, After Effects, and Premier Pro, I have added significant momentum to my professional growth. Likewise, my aptitude for dynamic course management applications and content delivery platforms is of great value.

I bring a diverse range of expertise and capabilities in the development of visual assets, as well as offering value-added, customized usability for front-end web masters, motion-graphic developers, and UX/UI designers. Additionally, I am proactive in the creation and organization of style sheets, templates, and comprehensives.

The focus and quality of my work is amplified as a team player in a collaborative environment, which strengthens my productivity, as well as my personal development.

I look forward to establishing loyal and reliable relationships, while maintaining consistent quality at every opportunity.

Experience

August 2014 – November 2018

Graphic Artist

Bisk Education, Tampa, FL

Graphic Artist and E-Learning Developer using Adobe CC Suite applications, including AfterEffects, InDesign, Dreamweaver and Captivate 9.0.

Develop, customize and produce visual assets for e-learning courses according to the Instructional Design outlines.

Create information graphics and custom media for digital animation, interactivity, and user experience.

Embed generated and sourced graphic links into custom HTML scripts.

Design course/client-specific templates, icons, storyboards, and style guides. Access and apply on-line stock image media resources within course development.

Engage in continuous collaboration with Instructional Designers, Video Producers, Motion Graphic Technicians, and Copy Editors during all phases of production and review.

Publish completed assets as LMS content for a variety of platforms including mobile devices.

Apply knowledge of latest trends and best practices to course presentation.

Create organizational file structures and processes for internal and external archiving.

Frequently engage in personal and professional development.

Client list includes Michigan State University, Florida Institute of Technology, University of Notre Dame and University of South Florida.

January 2011 – July 2014

Graphic Artist

Saint Leo University, Dade County, FL

Lectora and Adobe CS used to develop graphic assets for Instructional Technology team online courses.

Page element design, illustration, digital manipulation of photo images, publication and LMS upload.

Develop fresh and original graphic support using best-in-class design concepts, layouts and templates.

Creative and detail-oriented projects including interactive graphics, logos and online newsletter.

Prioritize and manage output of deliverables with multiple deadlines.

March 2004 – October 2009

Graphic Artist

U.S. International Media, Los Angeles, CA

Supervised and coordinated in-house creative design and production for print and web.

Serviced the needs of Account Executives on client projects and proposals for campaign visuals.

Contributed to the development of in-house marketing resources in a variety of media.

Organized and maintained archives of project material repositories.

Managed and oversaw budget and quality control of vendor resources and output.

March 1998 – February 2004

Graphic Artist

Patriot Communications, Los Angeles, CA

Responsible for in-house creative art production.

Maintained completion of projects on deadline.

Authored creative verbiage in print and web campaigns.

Production of in-house printed collateral.

Generated design and production ads, logos, displays, including photographic content.

Developed preliminary comprehensives for approval.

January 1995 – February 1998

Graphic Artist

Western International Media, Los Angeles, CA

Production of in-house printed collateral

Worked with the Creative Department in executing diverse client ads, displays, logos and posters.

Responsible for preparing photo shoots as part of a design team.

Submission of roughs, thumbnails and comprehensives for approval.

Development of logos and graphics.

Education

Saint Leo University

Associate Degree, Liberal Arts and Sciences,

2012 – 2014

Platt College

Certificate of Completion, Computer Graphics

May – October 1994

Art Institute of Philadelphia
Associate Degree, Commercial Art,
1981 – 1983