

Craig Maher

Brand Creator + Web Designer

35 New Road, Kendall Park, NJ 08824

Mobile: 908-208-4384

Email: craigmaher@modulationdesign.com

Portfolio: www.modulationdesign.com

Qualification Summary:

- Highly accredited award-winning Graphic Designer
- 10+ years of professional experience in print & web
- Developed several successful branding projects throughout Manhattan
- Available to work as a freelancer, project-based design consultant or an in-house full time agent
- Personal attributes: Conceptual, motivated, organized, technical and personable

Project Experience:

The Art Students League, New York, NY: 04/2012 — 01/2013 (Project-Based) www.asllinea.org

- Developed and deployed an online community journal to raise global awareness for artists, faculty and League members
- Tasks included: Project managing, content strategy, site architecture, wireframing, UI design and WordPress CMS framework

CJPW Design Works, New York, NY: 01/2010 — 09/2012 (Design Consultant)

- Produced two successful national branding projects for Softgate Systems and Payxchange Retail, which included planning, strategy, concept, identities and development of multiple applications
- Modernized company identity, promotional materials and website

Smooth Jazz, Monterey Bay, CA: 04/2009 — 03/2011 (Freelance)

- Maximized online marketing sales by designing eye-catching banner ads for musicians and concert events
- Designed website for international recording artist Sylvia Bennett
- Implemented social networking and search engine optimization (SEO) functionality for Sylvia Bennett's website, which dramatically increased site traffic, music sales and helped to secure global concert events

Tag Creative, New York, NY: 02/2007 — 11/2010 (Project-Based)

- Contracted as senior designer to help establish three leading New York City real estate projects: Glenwood Properties (Emerald Green) | Atlantic Development Group (2 Cooper and Port 10)
- Conceptualized and designed multiple applications including stationery systems, spirit brochures, signage and website interfaces
- Utilized my branding knowledge and worked closely with the creative team, marketing department, photographers, copywriters and real estate developers to see the projects evolve from inception to completion

Additional Clients:

- TBWA/Chiat/Day | Condé Nast | Curtain Call Productions | Bill Smith Group | 7th Art | UFO Records | Kevin Clarke Studio | Multi Media Exposure | Ingenious Group | Anyway Management | Sun and Moon Marketing

Education:

- BFA in Graphic Design/Advertising, School of Visual Arts, New York, NY: 2004
- Continuing Education: 4 courses in Branding, School of Visual Arts, New York, NY: 2008 — 2011
- Mobile and Responsive Web Design course: Noble Desktop, New York, NY: 2013

Technical Skills:

- Adobe CS6, HTML, CSS, XML, HTML 5, Bootstrap, iOS Simulator, Site Architecture, Responsive Wireframing, Type Specimen Sheets, Developing Persona Boards, Style Guides, Designing Interactive PDF Documents, Implementing Web Fonts, Basecamp

Awards & Acknowledgements:

- Featured in Noble Desktops' e-Newsletter (Best Mobile & Responsive Web Design), New York, NY: 10/2013
- 3 Gaphis Gold Awards: Logo 8, 2012
- Gaphis Gold Award: Design Annual, 2010
- Gaphis Gold Award: Letterhead 7, 2008
- New Talent Annual: 2005

Professional Affiliations:

- Advisor for Commercial Art program at Middlesex County Vocational High School, Piscataway, NJ: 2011 — present
- Active member of the American Institute of Graphic Arts (AIGA), New York, NY

Charitable Work:

- Pro bono design for non-profit organization, Moving Creations Inc. (Super Girl campaign), Philadelphia, PA: 03/2012 — present