



Craig Millman art director / designer

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summary

Versatile, problem-solving, hands-on design professional with a diverse background in interactive media and print. Proven track record of **leadership in high profile projects**. Designs strategic solutions that provide an optimum balance of aesthetics with technical and business concerns.

- Proven leadership skills, effective staff and project management
- Sophisticated layout, color and typography skills, illustration and print design
- Thorough knowledge of contemporary design and web issues
- Web and application UI expertise, deep software skills

experience

2000 - FREELANCE, CHICAGO, SAN FRANCISCO, LOS ANGELES, CA ART DIRECTOR/DESIGNER
2010 Various projects. Details next page.

2005 - CHESKIN, SAN FRANCISCO, CA SENIOR DESIGNER
2008 Consultant specializing in information visualization for some of the world's most influential companies, including eBay, Church&Dwight, Del Monte, The Gap, Microsoft and others.

- Designed and produced two market research sites for Kimberly-Clark
- Designed and built internal market research sites for Microsoft and others
- Helped pioneer in-house video report development
- Developed company guidelines for web development initiatives

1998 - SEGASOFT NETWORKS (SEGA.COM), SAN FRANCISCO, CA ART DIRECTOR/DESIGNER
2000 As a designer, created hairstyles for Cosmopolitan Virtual Makeover software and redesigned virtualmakeover.com. As Art Director, responsible for the visual integrity and maintenance of all Segasoft web products including Heat.net (2 million registered members), Heatcigl.net and Segasoft.com.

- Helped lead Heat.net redesign - implemented on schedule with integrated flash movies and content management system, javascript navigation, restructured site architecture, redesigned gaming and instant messaging applications
- Managed relationships with 3rd party vendors and partners including Excite@Home, Roadrunner and Sprint
- Acted as lead designer on web sites, web applications and collateral

1997 - ARHOOLIE RECORDS, EL CERRITO, CA DESIGNER
1998 In charge of all graphic materials for the roots and world music record label. Designed ads, posters and flyers. Updated web site. Developed CD art from concept through production.

1992 - PRESS-TELEGRAM, LONG BEACH, CA DESIGNER
1997 Executed countless ad designs from layout to color separation. Designed logos, flyers, publication covers and promotional materials. Translated ads and designed web pages for Spanish-language publication El Económico. Designed the newspaper's marketing kit.

1996 - RELSYS INTERNATIONAL, IRVINE, CA DESIGNER
1997 Long-term freelance project designing the touch-screen interface for a cataract surgery machine. Created screens, icons and meters. Developed art for the instruction manual. Also designed icons and splash screens for other machines including a heart surgery system.

education

ART CENTER COLLEGE OF DESIGN
PASADENA, CA
MFA program in Media Design. Courses in editorial, systems and interaction design, theory, typography, writing etc.

DARTMOUTH COLLEGE
HANOVER, NH
Graduated cum laude with a bachelor of arts degree. Majored in biology. Also studied art, art history and Spanish. Multiple Dean's List honoree. Ecology program in Costa Rica and Jamaica. Also studied in Granada, Spain.

ACADEMY OF ART COLLEGE
SAN FRANCISCO, CA
Advertising and typography classes involving design, headline creation, layout and paste-up.

UNIVERSITY OF CALIFORNIA
SAN DIEGO, CA
Beginning and intermediate oil painting courses.

other

- 2004 Art Center gallery - multiple shows
- Awarded Dartmouth Fellowship in painting
- Listed 1996-97 Art in America Artists Guide
- Competent scientific and creative writer
- Basic Spanish



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select freelance contracts

1998 - **VARIOUS, CHICAGO, SAN FRANCISCO AND LOS ANGELES, CA**

2010 Emphasis of freelance design practice has been on delivering high-level professional design solutions for emerging businesses. Most projects involve a process of discovery and strategy. Helps clients identify their short and long-term goals and educates them on options to achieve their design objectives. This client list details the breadth of projects.

Stinson Brand Innovation, Chicago, IL

- Advertising concepts and comps for a street festival logo

Culprit Surf, San Francisco, CA and China

- Helped client develop strategy for company launch. Designed company logo, branding, collateral and trade show booth

Less Experienced, San Francisco, CA

- Creative Director for television pilot. Branding, motion graphics, production, trade show graphics

Airstream Inc., Jackson Center, OH

- Dealer Site and Manuals with Velocity 7 of Grass Valley, CA

Shelter Productions, Hollywood, CA

- Poster, splash site, DVD package for documentary film

Siterra Corporation, Novato, CA

- Site redesign project with Horn Group of San Francisco, CA

Ojai Creamery, Ojai, CA

- Identity and packaging for Ojai Creamery, Ojai, CA

BCD Storage, Bakersfield, CA

- Identity, signage, marketing materials

ZenBlue, Wintel Consulting, San Diego, CA

- Small business identity, web site and marketing materials

Point Reyes Farmstead Cheese Company, Point Reyes, CA

- Designed the web site and marketing materials for a blue cheese company

Spatializer, Santa Clara, CA

- Designed the Graphic User Interface for stand-alone sound application
- Also designed, produced and implemented Yahoo! Store
- Annual report and trade show posters

Altigen Communications, Fremont, CA

- Designed and produced dynamic 3D interface for messaging system. "Very good", "intuitive" and "easy to use" - www.computerlephony.com. Product was Editor's Choice - January 5, 1999 issue of PC Magazine

1992 -

1994 **VARIOUS, SAN DIEGO, CA**

- Numerous commercial projects involving the design of T-shirts, flyers, posters, advertisements and editorial illustration
- Clients included San Diego Arts Monthly and San Diego Reader

tech skills

Mac and PC Platforms - most common graphics and multimedia programs.

Highly experienced:
Adobe Photoshop
Adobe Illustrator
Final Cut Pro
Adobe Dreamweaver
Adobe InDesign
Adobe Flash Basics

Midi and Audio Production:
Digital Performer and
Related Tools

Basic HTML Hand Coding
Some Adobe After Effects