

Kenneth Crawford

2611 Orchard Lane, Lawrence KS 66049
(785) 979-5794 krcrawford@syntheticvisions.com

Qualifications Profile

Multitalented graphic designer, writer and photographer with extensive experience in print design. Gifted creative who is equally adept with words or images, and whose wide-ranging skill set makes it possible to reduce costs and maximize efficiency through eliminating the need to outsource photography or other design tasks. Professional advertising and marketing experience includes over six years of print work, including magazine ads, direct mail, marketing collateral and catalogs. Additional experience in multimedia and web design. Noted for clever concepts, clean visual aesthetics, and a results-oriented approach to marketing. Exceptional verbal and written communication skills, with over a decade of copywriting experience and additional professional publication credits in both poetry and prose. Meticulous attention to detail. Extensive knowledge of cutting-edge software and techniques; passionate about both the artistic and technical sides of digital design. A self-starter known for keeping projects on schedule and under budget; excellent at meeting production deadlines. Enthusiastic collaborator who believes in leveraging total team knowledge to achieve mission objectives.

Creative experience in the following design areas:

PRINT

- Magazine ads
- Direct mail
- Marketing collateral
- Catalogs
- Posters
- Logos & label design

PHOTOGRAPHY

- DSLR photography
- Low-light photography
- Digital noise reduction
- Retouching
- Product shots
- Portraiture

WEB & MULTIMEDIA

- Web site design
- Flash implementation
- Videography
- Animation
- 3D visualization
- Editing & sound mixing

Professional Graphics Experience

iStockphoto.com (2005-Present)

Photographer

Noted for creative concepts and high-quality execution. Extensive use of Photoshop techniques to remove corporate logos from shots, perform color correction, correct exposure problems, reduce digital noise, and enhance overall aesthetics.

Key achievements:

- Cumulative rating of 4.9 (out of 5) for iStockphoto photographs and artwork.
- Recipient of the "Bronze Canister" for cumulative sales.

Synthetic Visions (2000-Present)

Owner/Designer

Concept-to-completion graphic design and advertising work for clients, including photographic services, image enhancement, copywriting, design and layout. Plan and implement national campaign strategies. Coordinate with marketing departments to ensure efficient allocation of resources.

Continued...

Kenneth Crawford

- PAGE 2 -

Key achievements:

- * Upgraded and unified the look of all advertising materials for PINES International, making 2006 PINES' best year ever for sales.
- * Undertook a much-lauded redesign of PINES' retail catalog.
- * Designed the new "Green Energy" product label for PINES.
- * Created—from initial concept through final artwork—the single most successful direct-mail advertising piece in the history of PINES.
- * Runner-up in the 2002 American Society of Human Genetics logo design contest.
- * Provided the cover design for four volumes in the University of Kansas Publications in Anthropology series.

NUKE radioActivewear (1997-2000)

Owner/Designer

Handled all graphic design for a line of T-shirts built around a nuclear theme. Developed all print and online marketing materials.

Key achievements:

- * Successfully built a small clothing company from the ground up.
- * Implemented print and web marketing plans to gain national distribution for wares.

Technical Proficiency

Platforms:	Windows XP/2000/NT	
Software Expertise:	Adobe Creative Suite (CS, CS2) Adobe Premiere Autodesk Combustion, 3DS Max Bibble Pro (RAW conversion) FontLab	Macromedia Studio 8 Microsoft Office 2007 Nikon Capture, Scan Sony Sound Forge Softimage XSI

Education / Training

High School: The Lakeside School (Seattle, WA) - Class of '82.

University of Washington (1982-1989, majored in English with a creative writing emphasis).

Clarion West Professional Writers Workshop (1996).

Graphic design apprenticeship under Steve Dinneen, head of U.S. marketing for PINES International (1997-2003).

Key achievements:

- * National Merit Finalist (1982).
- * Multiple publication credits in poetry, prose and non-fiction (1991-2002).
- * Nominated for the Pushcart Prize (1997).
- * Winner, Best Fiction Award, Riprap Magazine (2002).