

Kevin Crawford

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Business Strategy / Marketing Decisions

INFORMATION ARCHITECTURE (IA) • ART DIRECTION

Award winning professional with BA in Management and 13+ years of industry experience

Dynamic, creative and results focused professional combining artistic talent, marketing savvy and technical expertise with superb planning, organizational and cost control skills.

Recognized expert, advised in formation of graphic design curriculum for Ohio's secondary and post-secondary educational institutions.

Highly adept at communicating a clear and memorable visual message and optimizing user experience for electronic systems.

Received 2 ADDY Awards for logo design, promotional multimedia and Internet from the American Advertising Association.

User Interface Designer for an industry leading justice system court management software application with International deployments.

SOFTWARE PROFICIENCIES

Adobe
Photoshop
Premier
After Effects
Flash
Acrobat Professional
Illustrator
InDesign
Dreamweaver
FreeHand
Flex
Corel - Painter
Eclipse - IDE
Electric Rain - Swift 3D
Lotus - Notes
Microsoft
Office 2007
Visual Studio
Protege - Ontology Builder
Visio

SPECIALIZED SKILLS & ABILITIES

- Web Design – W3C Standards Compliant / XHTML / ActionScript / JavaScript / XML / XSL / RDF/ OWL/ CSS / RSS / Flash /Flex
- Search Engine Optimization
- Agile Logic Methodology
- Knowledge Systems / Ontology / Term Control / Metadata / Namespaces
- Use Cases / User Profiles / Workflow and Work Queues
- Photographic / Image Retouching
- Heuristic Evaluations
- Site Blueprints and Wireframes
- Staff Management & Supervision
- Interviewing & Hiring
- Presentations

CAREER TRACK

Information Architect / User Interface Designer

August 2007 - Present

Courtview Justice Solutions

North Canton, Ohio

- Performed user research and define strategy of Information Architecture for JUSTICEMAX Intranet Justice System case management software. Define standards and published style guide for internal and external uses. Work closely with business analysts, sales associates, technical analysts, developers, and quality assurance staff.
- Developed Rich Internet Application that enabled users to compile documents with pre-formulated paragraphs that tie dynamically into data models and allow for customization and rich text formatting.
- Performed complete visual re-design of application and public access component in first month, within deadline for conference release.
- Redesigned structure of application to comply with W3C standards, and incorporated Section 508 government accessibility standards.
- Implemented coding standards and DOM accessibility that reduced download file sizes by over 50% site-wide.
- Collaborated with Developers to consolidate JavaScript libraries to reduce the number of network packet transfers.
- Integrated style sheets for Arabic language translation (RTL) and print media styles.

Information Architecture / Graphic / Web Design 2002 - 2007

Synergy Data Systems

Canton, Ohio

- Deliver critical artistic, technical, marketing and project management skills to clients of this information technology solutions provider. Collaborate with clients to define goals and specifications, troubleshoot problems and assure satisfaction. Design graphics, advertising and marketing materials. Structure information for web development, database development, and enterprise architecture to maximize utility and accessibility.
- Developed IA for Big Biller, the leader in online recruiting software and Patriot HR's \$3,000,000 web-based, human resources information system, MinuteManager®.
- Played key role in assuring successful start-up for Patriot HR by executing attention getting identity and marketing materials.
- Crafted and programmed IA and user interface for unique, paperless W-4, I-9 forms and other federal government tax documents using Adobe Flash.
- Selected to conceive and execute advertising design for a 75th anniversary publication of the United States Veterans Administration.

Project Management / Graphic / Multimedia Design 1996 - 2002

Touch Media / US Office Products

North Canton, Ohio

- Spearheaded project planning, design development and specialty research to produce graphic and photographic material and video elements. Structure informational graphics and user interfaces for web applications. Orchestrated complex design and production assignments that unflinchingly met technical objectives, budgets, sensitive deadlines and delivered unparalleled quality results.
- Created an Intranet information storage and classification system, 120 PowerPoint training presentations, salary handbooks for 16 work sites and video graphics for The Timken Company.
- Saved thousands of dollars yearly in offset printing costs for The Timken Manufacturing Company by utilizing in-plant equipment.
- Provided consulting to Diebold's Central and Eastern States divisions on an email marketing campaign.
- Designed an ordering system for US Office Products delivering 1700 electronic forms to 800 national users; enabled internal document printing and communications in 6 European languages.
- Services assisted in closure of large sales with Diebold Central States Marketing departments in Akron, Ohio and New Jersey.

LEARNING CREDENTIALS

Bachelor of Arts in Management : GPA 3.97
Malone College

2007

Canton, Ohio

Industrial Design studies
Purdue University

West Lafayette, Indiana

PROFESSIONAL ACTIVITIES

Canton Timken High School Graphic Design Board of
Advisors
State of Ohio Curriculum Advisory Board (2006)

PERSONAL

Willing to perform work-related travel
Willing to relocate