

Kristopher E. Krava

Creative Director - User Experience

404.213.7162 | kris@livinglounge.com | www.livinglounge.com

Objective

To lead interactive design & development, focusing on client expectations and user experience.

Aspen Marketing Services 2009 - present

Art Director

Lead a team of specialists delivering high-quality interactive products including websites, applications, advertising and more. Provide expertise in user experience, usability and conceptual interactive design. Develop new business, digital strategy, create & deliver presentations and manage clients. Utilize Adobe Photoshop, Flash, Illustrator, InDesign, Dreamweaver and Microsoft Office.

Freelance Senior Creative Professional 2004 - present

Collaborate with clients to refine ideas and document requirements, Create custom wireframe, interface and dynamic content designs. Offer further expertise in identity & branding, illustration, animation and design for print. Manage budgets, handle legal matters and hire and direct subcontracted resources, as needed. Utilize Adobe Flash, Flex, Photoshop, Illustrator, Fireworks, Dreamweaver and Microsoft Office. Practice front-end development of html, CSS, PHP, MXML, JavaScript and ActionScript.

Innovation Interactive 2008 - 3 month contract

Art Director

Redesign SearchIgnite, the online advertising industry's leading search bid management and portfolio optimization application. Provide designs in Photoshop and front-end development in FLEX MXML.

COX Communications 2008 - 3 month contract

Senior Interactive Designer

Create interactive designs and front-end development for a weather widget, a video player, various public websites as well as the company intranet. Utilize Adobe Flash, Photoshop, Dreamweaver and Microsoft Office.

Adrenaline Inc. 2006 - 2008

Freelance Senior Interactive Designer

Create a Flash based, interactive sales presentation. Design and develop a custom content management system. Provide front-end development for multiple interactive products. Provide hosting and server administration services. Utilize Adobe Flash, Photoshop, Dreamweaver and Microsoft Office.

AutoTrader.com 2007 - 9 month contact

Senior Interactive Designer

Lead the design for the new Model Information section of AutoTrader.com. Work with the Product Manager to refine the overall concept and assist Interaction Designers in creating the wireframes. Create and present design concepts to executives, resolves concerns, produce final designs and test in usability lab. Guide User Interface Engineers in front-end development and ensure quality control. Upon project completion, contract extended to provide leadership in additional design initiatives. Utilize Adobe Flash, Photoshop, Fireworks, Dreamweaver and Microsoft Office.

MaxMedia Design 2006

Freelance Senior Interactive Designer

Design and develop a microsite for The Weather Channel utilizing Adobe Photoshop, Dreamweaver and Microsoft Office. Provide front-end development of html and CSS for additional project.

Moxie Interactive 2005

Freelance Senior Interactive Designer

Design a Flash based interactive advertising campaign for Verizon Wireless V CAST utilizing PointRoll technology, Adobe Flash, Photoshop and Microsoft Office

AT&T / Bellsouth 2005 - 6 month contract

Senior Interactive Designer

Create products and branding for executive design team, including a Flash based interactive address book and desktop application. Utilize Adobe Flash, Photoshop and Illustrator.

The Weather Channel 2001-2004

Senior Interactive Designer

Create and maintain advertising, interface design and content design for five international weather websites. Earn European industry recognition for the redesign of the weather.co.uk site. Join domestic design department to focus on brainstorming, conceptual design, usability and production for new products, product upgrades and advertising for weather.com. Create the information architecture and interactive design for The Weather Channel wireless application and supervise the project's development. Advise junior designers on creative best practices, design techniques and coding practices utilizing Adobe Flash, Photoshop, Illustrator, Homesite and Microsoft Office.

EzGov Inc. 1999-2001

Site Design Specialist

Create designs for online portal and multiple application templates. Develop html and JavaScript for entire product suite. Write html for two British taxes collection websites. Develop the file naming structure, create and implement accessibility standards and train teammates. Utilize Adobe Flash, Photoshop, Illustrator, Homesite and Microsoft Office.

Internet Products International 1998-1999

Artist / Web Designer

Start as paid intern as staff artist. After graduation from Full Sail University, become the company Web Designer. Create storyboards, design concepts and final designs for applications, websites, DVDs and printed products. Create the interaction designs, interface designs, html and JavaScript for ten websites. Utilize Adobe Flash, Photoshop, Illustrator, Homesite and Microsoft Office.

Education

Full Sail University 1996-1998

Associate of Science in Digital Media
Associate of Science in Recording Arts
Course Director's Award in Audio Engineering
Course Director's Award in Digital Audio Workstations
Perfect Attendance Award

Technical Expertise

Provide front-end development writing html, CSS, MXML, PHP, JavaScript and actionscript.
Comfortable utilizing all listed software in both Macintosh and PC based environments.

Advanced: Flash
Photoshop
Illustrator
Fireworks
Dreamweaver
MS Office
ProTools
VegasVideo

Intermediate: Flex
InDesign
MS Visio
Final Cut Pro
AfterEffects

Client List

Adrenaline Inc.
Americas Mart
AT&T
Aunt Jamima
Autotrader.com
Belle Tires
BellSouth
COX Communications
Disney
Ford
General Electric

General Motors
Henkel
Infiniti
Innovation Interactive
Lincoln
MaxMedia Design
Mercury
Motorola
Moxie Interactive
NFL
Nissan

Nexstar
Pyrex
Qwest
Sprint
Taco Mac
Tourism of Ireland
US Air Force
US Cellular
US Navy
Verizon Wireless
The Weather Channel