

# Kristopher E. Krava

## Creative Director - User Experience

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### **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 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

Practice front-end development writing html, CSS, MXML, PHP, JavaScript and actionscript.  
Comfortable utilizing all listed software in both Macintosh and PC based environments.  
Adobe CS, Flex, MS Office, MS Visio, ProTools, VegasVideo Final Cut Pro

## Client List

Adrenaline Inc.	Georgia Pacific	Saputo
A.J. Antunes & Co.	General Motors	Sears
AllState	Henkel	SentrySafe
Americas Mart	Infiniti	Sparkle Paper Towels
AT&T	Innovation Interactive	Sprint
Aunt Jamima	Lincoln	State Farm
Autotrader.com	MaxMedia Design	Taco Mac
Belle Tires	Mercury	Tourism of Ireland
BellSouth	Motorola	Tourism of Canada
COX Communications	Moxie Interactive	US Air Force
Craftsman	NFL	US Bank
DexOne	Nissan	US Cellular
Disney	Nexstar	US Navy
Ford	Pyrex	Verizon Wireless
Frigo Cheese Heads	Qwest	World Series of Poker
General Electric	Reyka Vodka	The Weather Channel