


 @craigrobertswtf
 @craigroberts416
 craig@craigroberts.wtf
 @craigroberts.wtf

//PROFILE

I am a design explorer discovering the conceptual allegories of the modern era. Armed with the knowledge of a vast array of communication methodologies, I transmit pleasant user experiences through a variety of mediums while merging the convoluted and the elementary to create empathetic systems.

My experience ranges from working in-house to freelancing.

//SKILLS

Adobe Photoshop
Adobe After Effects
Adobe InDesign
Adobe Illustrator
Sketch
InVision
Front End Code



1188 MISSION STREET, 1606
SAN FRANCISCO, CA 94103
718.715.6872

//EDUCATION

Pratt Institute

2014 - 2016

3.8 GPA

M.F.A. in Communication Design

- President of AIGA | Pratt Student Group

Lehman College

2007 - 2011

3.04 GPA

B.S. in Computer Graphics & Imaging

//EXPERIENCE

UX Designer II

2017 - PRESENT

GODADDY

- Work closely with Product, Engineering, and UX teams to contribute various components, features and pages of the product experience.
- Contribute to the development of concepts, translating them into information architecture and information design.
- Coordinate testing efforts, interpret test results, and incorporate results into UX efforts.
- Develop storyboards, mockups, and prototypes to effectively communicate interactions of features.
- Ensure documentation is continuously updated and distributed across teams.





Art Director/Interaction Designer

2016-2017

OBERLAND

Luck Companies, AFHU, Siegel Family Endowment

- Performed design research for digital experiences while providing user experience, interaction, and user interface designs.
- Participated in developing the big idea for branding projects while providing art direction and designing brand guidelines.
- Responsible for art directing and designing print and digital marketing collateral.

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//EXPERIENCE (CONT.)

Freelance Designer

2010 - PRESENT

FREELANCE

(E.P.A, Casper Sleep, Circleline, Engel&Volkers, NFL, College Board)

- Create both digital and physical experiences
- Create print and digital artifacts
- Provide art direction and consulting

Graphic Designer

2012 - 2014

AAA NEW YORK

- Designed print and web marketing campaigns
- Designed monthly "Car&Travel" magazine

Graphic / Web Designer

2010 -2012

NEW YORK CITY COUNCIL

- Designed print and web marketing campaigns
- Created both digital and physical experiences
- Designed quarterly district-wide newsletter

//AWARDS

Three 2014 Graphic Design USA American Design Awards

2013 Graphic Design USA American In-house Design Award