



Craig Dobson, Jr.

Motion / Graphic Designer

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Experienced Creative, branding, graphic design & video. harnessing the sweet spot of client satisfaction and aesthetic integrity. Offering well honed skills in motion graphics, graphic design, photography and cross platform media software, I bring to the table a keen eye and discerning market sensibility in service of internal and external client needs/requirements. With a portfolio of on-staff experience and freelance agency engagements, I am equally at home as an individual contributor or team lead, thriving in a creative and fast-paced environment.

Creative Experience

2017 - 2022

William Raveis LLC

Production Designer (Temp 2017, FT Hire 2018-2022)

Created branding and collateral for national real estate agency focusing on northeast and Florida. Conceptualize animated intros. Redesign web pages for user experience and lead generation. Create media (animated and graphic) for social posts. Maintain/ update YouTube channel for follower growth. Manage and shoot executive/ agent interviews, live events, candid photography. Edit videos for target audiences, formatting for social media outlets including website video gallery. Create templates for company branded content.

Freelance Design, Photography and Video Production

Conceptualize, refine, and executed designs, meeting client goals and needs. Brand design and strategy for local small business and startups. Real estate and product photography. Video production for social media, youtube & twitch channel intro/outro creation.

2016

CTM Media Group

Freelance Ad Designer

Box 8 Creative

Design Intern

Designed posters for client events and announcements along with graphics for social media posts and email blasts. Research and Logo Conceptualization for new clients.

Teelab LLC

Graphic Designer

Separate client designs for screen printing. Design collateral for client events and business to include email blasts, in-store displays, business cards, and print advertising.

2015

The Voice Advertising Agency

Concept and Design

Conceptualized direction for client animations, accompanied by rendered styleframes. Designed layouts for client brochures.

World Wrestling Entertainment

2D Animator

Worked on templates, and requests for live events and in-house usage.

Education

2014

Motion Media Design BFA

Graphic Design minor

Savannah College of Art & Design

Skills & Technical

Software

Adobe Creative Suite

Adobe XD, Audition , After Effects, Illustrator, InDesign, Media Encoder, Photoshop, Premiere

Audacity

Blender

Cinema 4D

DaVinci Resolve

Element 3D

Figma

Red Giant

Trapcode, Magic Bullet

Sketch

Microsoft Office

Powerpoint, Word, Publisher

Windows

Mac OS X

Professional

Leadership

Team lead, supervisor, manager

Communication

Presentation, conceptualization, brainstorming

Team / Group

Feedback, critique, growth, skill development

Organization

Up to date specs, codex, file types, and techniques

Conceptualization

Customer Service

Interfacing, detailing and ideation, selling