

B A R R Y C R A I G

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work experience

2014 – 2018: Designer, Wizards of the Coast via The Creative Group

For several years I worked as a graphic designer for Wizards of the Coast, working on a wide variety of projects. With the Dungeons and Dragons group, I designed the interiors of the 5th edition core rulebooks, including the Players Handbook and Monster Manual. With the R&D group, I designed the world guides for illustrators and writers, and created custom game pieces and tokens for board games. With the Magic the Gathering card game, I designed the look and feel of various Magic sets, designed prerelease event boxes and booster box packaging, created expansion symbols and logos, designed special promotional cards like the “masterpiece” transforming lands, posters, and more.

2002 – present: Owner, Page 3 Design

Page 3 Design is my design and development company, where I serve as art director, tech lead and client contact for various projects, including: logo projects, website designs, business cards and letterhead ensembles, character illustrations, icons and packaging systems, HTML and Wordpress builds, social media, book covers, CD jackets, annual reports, postcards, menus, signage, and environmental designs.

2000 – 2001: Senior Designer, Girvin Strategic Branding and Design

I developed processes for my studio and the company, nurtured client relationships, designed Web mock-ups, taught folks about the Web, and helped merge the communications gap between the print and interactive studios. I also served as architect, producer, developer, writer, content manager, and design lead on various projects.

1997 – 2000: Senior Designer, imc2

I worked with and art directed other designers, brainstormed ideas for Web features, and created design solutions in HTML, DHTML and Flash. I recruited and trained new employees, and spoke at society meetings on behalf of imc2. I worked on proposals for and completed over 40 websites and banner campaigns. Major clients included Virgin Records, Campbell's Soup, Eli Lilly, Procter & Gamble, American Heart Association and General Mills.

education

1994 – 1997:

University of North Texas.
Graduated “Top Portfolio” with a BFA in Graphic Design. GPA: 3.9. Radio, Television and Film Studies minor.

1991 – 1994:

University of Houston.
Majored in Architecture and Graphic Design. Art History minor.

1987 – 1991:

Midland High School.
Graduated salutatorian.

knowledge & skills

- 15+ years experience in graphic design and art direction.
- 15+ years experience with design software including Photoshop, InDesign, and Illustrator.
- Experienced in managing vendors and teams, handling sensitive client concerns, hiring, budgeting and estimates.
- Experienced with Web architecture, UI, site flows, UX, content management, hand-coding HTML, CSS, and JavaScript.
- Experienced in creative writing, editing, and translating multiple documents into a single voice.
- Experienced in creating custom icons, color systems, and other solutions for product lines, packaging and more.
- Experienced in motion graphics, video animation, storyboards, and consulting.
- Experienced in teaching design industry concepts to college students, design teams and clients.
- Experienced in writing stories, world building, and game development.
- Experienced in composing original music, live performance, singing, playing bass and piano.
- Background in art history, photography, painting and architecture.
- A self-starter with an empathetic communication style, combined with a mix of humor and self-awareness.