

TY CRAWFORD

MULTIMEDIA PRODUCER | PHOTOGRAPHER | DESIGNER

// BACKGROUND

Multimedia designer and graphic artist culminating over 12 years of photography, web design, and e-learning development. Self starter with a passion for data-driven design to promote personalized brand awareness and deliver measurable results. Extensive instructional design and course development experience used for initiatives that enhance user experience within major universities.

// CONTACT

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// WORK EXPERIENCE

● Multimedia Designer

Stone Road Media - 2018 to Present

Collaborate with design teams, marketing managers, and project stakeholders to produce data-driven multimedia solutions to increase web-traffic and sales for a variety of clients within the outdoor industry.

- *Perform on-going maintenance for more than seventy client websites including graphical and interactive updates as well as design solutions and strategy.*
- *Proposed and implemented new site content architecture and navigation scheme for company website redesign.*

● Interactive Digital Media Developer

American Public University System - 2010 to 2018

Produced e-learning assets on a team pioneering the design and development for the university's highest technology initiatives.

- *Worked with various project stakeholders to develop interactive scenarios from concept, design, to final product.*
- *Co-developed and implemented an e-learning framework (eLF) used to revamp all university courses.*
- *Developed 200+ courses using eLF within 12 months.*
- *Awarded the APUS innovation award for Commencement Web App (2011).*

// ADDITIONAL EXPERIENCE

● Multimedia Producer

Crawford Multimedia Solutions - 2007 to Present

Multimedia Contractor on various freelance opportunities in order to obtain additional education in design and development while gaining experience working with clients on projects ranging from video production, photography, web design, and graphic design.

// EDUCATION

● B.S. in Digital Media Design

West Liberty University - 2009

● A.S. in Digital Media Design

Jefferson Community College - 2007

● Professional Certifications

REC School of Audio Engineering - 2006

*Audio Engineering and Sound Design
Advanced Audio Engineering and Production
Troubleshooting and Maintenance*

// AWARDS, MEMBERSHIPS, & VOLUNTEER WORK

- *Best Editing | Culdee Arts Reel Entertainment Awards*
- *Team Rubicon | Volunteer*
- *Cornerstone Community Church | Media Team Leader*
- *Professional Photographers of America | Member*

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// PASSIONS

- **UI/UX | eLearning | Design**
Devoted to creating exceptional user experiences through eLearning frameworks based on simplistic, common-sense functionality and usability.
- **Photography | Lighting | Retouching**
Strong visual storyteller with innovative photography concepts using strobe and natural lighting combined with modern editing techniques and color management.
- **Cinematography | Animation | VFX**
The technical know-how and advanced equipment to create compelling video that resonates with audiences and leaves a memorable impression.
- **Recording | Mixing | Mastering**
Certified and experienced professional audio engineer providing recording, mixing, mastering, and publishing services.

// ART & DIRECTION

- **Creative Inspiration**
Using music and lyrics to drive the mood and direction of a project.

Colors, shapes, and textures found in architecture and the great outdoors.

Sourcing inspiration from peers and industries that offer opposite visual styles.

Stimulating creativity by exploring completely new and unknown territories.

Frameworks based on simplistic common sense functionality and usability.
- **Design Exploration**
Unconventional lighting techniques that expand the boundaries of color and contrast.

Creating robust visual designs that incorporate both simplicity and scalability.

// TECHNICAL SKILLS

eLearning (9 years), Learning Management Systems (9 years), LearnDash (4 years), UI/UX (7 years), Articulate (2 years), Video Compression (10+ years), Accessibility (8 years), Lighting (10+ years), Tumult Hype (5 years), GruntJS (2 years), Logic Pro X (6 years), Pro Tools (6 years), HTML (9 years), CSS (7 years), Instructional Design (9 years), Git (2 years), Wordpress (8 years), 3D (7 years), Project Management (8 years), Adobe Captivate (8 years), Adobe Premiere (10+ years), Analytics (5 years), Enfold Theme (5 years), WooCommerce (5 years), Graphic Design (10+ years), InDesign (5 years), Photoshop (10+ years), Blender (7 years), Marketing (5 years), Adobe (10+ years), After Effects (10+ years), Animation (10+ years), Illustrator (5 years), Cameras (10+ years)