

# Jim Crosley

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📁 www.JimCrosley.com

Senior-level graphic designer with ten years experience in print, interactive, illustration, and collateral design through a diverse range of industries. Creative thinker, highly skilled in technical execution and accustomed to performing in deadline-driven environments. Consistently delivering projects on time and within budget while working across multiple teams.

## Work Experience

### New York, NY

#### Freelance :: Art, Design and Illustration :: 06/11–Present

- FAILE – Artist Assistant :: Achieve3000 – Flash Animation :: BRB Architects – Illustration

#### Kaplan Publishing :: Graphic Designer:: 01/11–06/11

- Designed, routed, and transmitted final book covers for print and eBook titles.
- Collaborated with art director, editors, sales, marketing, and publisher to create cover proposals for retail products.
- Imported final files into Digital Asset Management (DAM) system and applied metadata.
- Verified ePub quality on multiple devices (iPad, Kindle, Nook) and offered suggested edits and/or revisions for improved user experience.
- Attended weekly production meetings and communicate all stages of projects to involved parties and management.

#### New York Post :: Graphic Designer :: 10/10–01/11

- Converted the day's graphics for use on the New York Post's iPad app.
- With Art Director, created, modified, and managed templates; created and updated guidelines and specifications; and optimized file conversion for launch of premiere Post iPad app.
- Designed and updated news, sports, and financial graphics for the New York Post's first edition.

#### Kaplan K12 Learning Services :: Sr. Illustrator, Graphic Designer :: 10/03–02/10

- Lead designer of multimedia educational products, targeting the K12 school market.
- Produced all Flash presentations used to market new product launches.
- Designed all web graphics and online collateral for web-marketing campaigns.
- Developed concepts for online gaming environment, including Flash mock-ups.
- Illustrated and designed book covers and interiors for Kaplan K12 book series.
- Illustrated technical art specs for science and math projects.

### Boston, MA

#### Whats Up Magazine :: Designer :: 04/02–04/05

- Pro Bono :: Monthly Street Newspaper for the Homeless and Disadvantaged  
:: Cover and Interior Design :: Logo Design :: Illustration

#### The Irish Emigrant Newspaper :: Sr. Graphic Designer :: 01/01–07/03

- Weekly Newspaper Design and Layout :: Ad Building :: Photo Editing :: Plate Making  
:: Supervised Graphics Department :: Worked Closely with Publisher, Editor, Sales, and Clients

### Richmond, VA

#### Richmond Times-Dispatch :: Graphic Designer :: 07/00–12/00

- Ad Design :: Illustration :: Pagination :: Paste-up :: Daily Deadlines

#### Tower Records :: Store Artist and Sign Maker :: 09/98–07/00

- Handskills; Xacto, Foam, Paint, Paper :: Entertainment :: Promotions

references available upon request

## Skills

InDesign	Photoshop
Dreamweaver	Illustrator
Flash	Fireworks
Bridge	Acrobat
QuarkXPress	MS Office
Mac OSX	CMS
HTML	CSS

## Services

Book Design  
Digital Illustration  
Interactive Design  
Flash Animation  
Logo Development  
Signage & Hand Lettering  
Point-of-Purchase  
Pre-Press  
Marketing  
Promotions  
Product Development  
Team Leadership  
Client Relationships

## Clients

HarperCollins  
Houghton Mifflin  
The Onion  
Blueman Productions  
Demos Health  
Achieve3000  
Curious Brain  
King Killer Studios  
230 Publicity  
Spare Change Newspaper  
The Institute for Children,  
Poverty and Homelessness

[www.linkedin.com/in/jimcrosley](http://www.linkedin.com/in/jimcrosley)

