



CRAIGDOLS

CREATIVE DESIGNER

Contact Information

✉ craigdols@yahoo.com

📞 860.424.7202

🌐 www.craigdols.com

Career Overview

Experienced designer with 20+ years leading digital and print initiatives from concept through execution. Proven ability to translate business goals into thoughtful, user-focused design solutions. Known for collaborating across teams, guiding creative direction, and delivering high-quality work on time and within budget.

Core Skills

- Web & Graphic Design
- UX/UI Design
- Brand Development
- Creative Strategy
- Client Collaboration
- Cross-Functional Teamwork
- Project Management
- Time Management
- Team Mentorship
- Art Direction
- Creative Oversight

Software Expertise

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Animate
- Figma
- Canva
- CapCut
- PowerPoint
- Beautiful.ai

EDUCATION

1996–1999

Fine Arts, A.S.

Asununtuck Technical College

Enfield, Connecticut

1999–2002

Graphic Design, B.A.

University of Connecticut

Storrs, Connecticut

WORK EXPERIENCE

2022–2025

Art Director

Rocket55

Minneapolis, Minnesota

- Led creative direction for client websites, ensuring alignment with brand strategy and campaign objectives
- Designed wireframes, prototypes, and high-fidelity visuals to deliver intuitive, engaging user experiences
- Partnered with clients to present ideas, gather feedback, and refine concepts into effective solutions
- Leveraged analytics, user testing, and performance data to improve engagement and conversion rates
- Mentored and guided designers, elevating team output and maintaining high creative standards
- Collaborated closely with developers to ensure seamless execution and design integrity

2006–2022

Senior Graphic Designer

BlueSpire / Martino & Binzer

West Hartford, Connecticut

- Oversaw all digital design projects, including websites, landing pages, videos, and other online marketing materials.
- Played a key role in brand development
- Led the design team by mentoring, training, and providing constructive feedback.
- Collaborated with art directors and copywriters on overall campaign ideas and led the development of interactive-specific concepts.
- Presented digital marketing concepts to clients, explaining layout, functionality, and best practices.
- Worked closely with the development team to resolve issues and ensure the final product aligned with goals.

2002–2006

Graphic Designer

Amerifit Nutrition

Bloomfield, Connecticut

- Worked directly with the Marketing and Sales teams to design and update product packaging, brochures, advertisements, and other marketing materials.
- Constructed three-dimensional mock-ups of packaging and display concepts.
- Produced press-ready artwork, approved finished proofs, and attended off-site press checks.
- Involved in the design and maintenance of the company's product websites and online store.