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SAM CRIDLIN

OBJECTIVE

Position as a Humanizing Technologies Web Designer.

SUMMARY OF QUALIFICATIONS

- Experience developing valid, accessible websites with semantic markup
- Experience managing projects with 5 days to 3 years time frames and 2-200 members
- Communication background in both theory and practice
- Experience in both large teams and solo efforts
- Believe that good design equates to good communication
- Experience with designing to meet multiple requirements
- Have created educational/training online environments for learners Kindergarten - MBA

PROFESSIONAL EXPERIENCE

2001 - CURRENT CRIDLIN & CO. MEDIA
INDIANAPOLIS, IN

Partner

- As a Contractor maintained and created content for 3 Verizon Wireless intranet sites and 1 extranet site using Reddot XCMS Enterprise Content Management tool in the Producer/Editor role.
- As a Contractor used Macromedia Flash MX2004 Professional to create Verizon Wireless Intranet audio/video player application that allowed new content to be added by editing xml file without re-compiling SWF file.
- As a Contractor posted an average of 300 news stories per month with zero errors to Verizon Wireless InfoManger News Centers with a rolling month average turnaround time of 64 minutes – a company-wide best average.
- As a Contractor maintained, updated, and coded in XHTML and CSS websites for Indiana Interactive including Indiana State Fair, SmogWatch, Governor's Health Challenge, Division of Information Technology, and About accessIndiana – all part of the IN.gov domain.
- Developed an online MBA-level Finance & Accounting course for Kelly Executive Partners with Dreamweaver and Flash at the rate of one, 30–50 page chapter per month.
- Produced ~100 Flash animations as context sensitive help for wowemployers.com.
- Produced eight four-page sell sheets in three days in Quark, Illustrator, Photoshop and Word.

1999 - 2001 AGENCY FOR INSTRUCTIONAL
TECHNOLOGY BLOOMINGTON, IN

Multimedia Manager

- Created graphics, Flash movies, Real video/audio, and rough layout to support educational content for online elementary curriculum of approximately 23,000 ASP pages, ChildU.com.
- Managed a team of writers, editors, curriculum designers, and multimedia designers producing online elementary art curriculum, K12.com.
- Magazine design and layout in Quark XPress and PageMaker.
- CD-ROM development in Director, Flash, and Photoshop.
- Liaised with outside contractors.
- Supervised and aided in the development of a group of multimedia developers.

1996 - 1999 MEDIAWRIGHT
INDIANAPOLIS, IN

Studio Manager

- Digital retouching and compositing in PhotoShop.
- Photographed client headshots in studio and on location.
- Architecture and still life photography as needed with 4x5 or 6x6cm cameras.
- Design and Layout for client marketing materials including national ads, posters, and tradeshow displays.
- Scheduling and coordinating product, people and architectural shoots.
- Responsible for maintaining and acquiring equipment.

1994 - 1996 CRIDLIN & CO. PHOTOGRAPHY
INDIANAPOLIS, IN

Owner/Photographer

- Photograph studio and environmental portraits of individuals and groups.
- Photograph architecture, still life and landscape for clients including Rolls Royce, Navistar, Hansen & Horne and Prologis.
- Photograph seniors and underclassmen in school, studio, and environment.
- Photograph weddings from engagement to honeymoon.
- Recommend and maintain equipment.

1989 - 1994 PRESTIGE PORTRAITS
INDIANAPOLIS, IN

Photographer

- Photograph studio and environmental portraits of individuals and groups, Photograph sports, activities, architecture and features for yearbook and newspaper distribution.
- Photograph teams and large groups of 100+ members.
- Use cameras from 35mm to 4x5 and first generation digital capture as needed.
- Supervise and mentor five person staff.
- Train staff and student photographers.
- Recommend and maintain equipment.

PROGRAMS AND LANGUAGES

- Dreamweaver
- Homesite+
- Reddot XCMS
- Flash Professional
- Photoshop
- InDesign
- PageMaker
- Contribute
- Quark XPress
- Illustrator
- ImageReady
- Freehand
- Fireworks
- Sound Forge
- Premiere Pro
- Microsoft Office
- Windows
- Macintosh 8 - Xv10.4
- ASP/CFM/PHP
- JavaScript
- HTML/XHTML
- XML/XSLT

EDUCATION

1 9 8 5 - 1 9 8 9 B A L L S T A T E U N I V E R S I T Y
M U N C I E , I N

BS in Journalism with minor in Marketing

- Photography Editor and Editorial Board, Ball State Daily News
- Journalism department Photographer of the Year, 1989
- National Press Photographer's Association

PROFESSIONAL MEMBERSHIPS

- National Association Photoshop Professionals
- Professional Photographers of America, CPP