

SAM CRIDLIN

SUMMARY

Multifaceted, resourceful professional designer with 20+ years experience in video, web design, Flash animation, page layout, and photography in both content creator and management roles. Excels at building strong relationships with strategic partners, and delivers multiple requirements in settings from small business to enterprise. Spearhead teams of writers, editors, curriculum designers, and multimedia designers producing SCORM compliant K-12 curriculum with testing, remediation, and alternative methodology. Reputation for strong work ethic, high energy level, and consistent commitment to corporate success.

PROFESSIONAL EXPERIENCE

2005 – 2010 VERIZON WIRELESS INDIANAPOLIS, IN

Internal Communications Consultant-Multimedia

- Produced & Directed training and leadership videos biweekly for internal usage.
- Edited and created motion graphics for device and product videos using Premiere Pro, After Effects, Photoshop and Illustrator for training and employee engagement.
- Created commercial segments to build excitement for area-wide contests, promotions, and meetings using Flash Professional, Captivate, and After Effects.
- Lighted, shot and edited single and dual camera shoots for Leadership message and process example segments, using Canon GL2 to Canon XH-A1s cameras, Lowell lighting and Azden microphones – lapel and boom.
- Coordinated multi-camera shoots, from 2 – 6 cameras. Lighting, blocking shots and shot angles, planned microphone patterns, etc.
- Customized PHP Motion, an open source video sharing site, for internal use, working with IT stakeholders to access network single sign on system for comment moderation.
- Encoded FLV video for internal site, striking a balance between quality and bandwidth costs using Sorenson Squeeze, Adobe Media Encoder, and Windows Media Encoder.
- Created sticky content with 95% of users finishing video streams.

2001 - 2005 SITUATIONAL MEDIA INDIANAPOLIS, IN

Partner/ Designer

- Maintained and created content for three Verizon Wireless intranet sites and one extranet site using Reddot XCMS Enterprise Content Management tool in the Producer/Editor role.
- Used Adobe Flash Professional to create Verizon Wireless Intranet audio/video player application that allowed new content addition by editing xml file without re-compiling SWF file.
- 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.
- 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 access Indiana – all part of the IN.gov domain.

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- Developed an online MBA-level Finance & Accounting, SCORM compliant course, for Kelly Executive Partners with Dreamweaver and Flash at the rate of one, 30–50 page SCOs 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 for Cornerstone Information Services.

1999 - 2001 AGENCY FOR INSTRUCTIONAL
TECHNOLOGY BLOOMINGTON, IN

Multimedia Manager

- Created graphics, Flash movies, 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 k-12 curriculum with testing, remediation, and alternative methodology, K12.com.
- Magazine design and layout in QuarkXPress 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

- Assisted with lighting, blocking, and camera operation on photography and video shoots for clients including ITT Technical Institute, Indiana Department of Commerce and St. Vincent Hospital.
- 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.
- Designed and Layout for client marketing materials including national ads, posters, and tradeshow displays.
- Scheduled and coordinated product, people and architectural shoots.

1994 - 1996 CRIDLIN & CO. PHOTOGRAPHY
INDIANAPOLIS, IN

Owner/Photographer

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

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1989 - 1994 PRESTIGE PORTRAITS
INDIANAPOLIS, IN

Photographer

- Photographed studio and environmental portraits of individuals and groups, Photograph sports, activities, architecture and features for yearbook and newspaper distribution.
- Trained staff and student photographers.
- Recommended and maintained equipment.

PROGRAMS AND LANGUAGES

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|----------------------|--------------------|
| • Premiere Pro | • Sound Forge |
| • After Effects | • Microsoft Office |
| • Dreamweaver | • Windows |
| • Reddot XCMS | • Macintosh |
| • Flash Professional | • ASP/CFM/PHP |
| • Photoshop | • JavaScript |
| • InDesign | • HTML/XHTML |
| • Illustrator | • XML/XSLT |

EDUCATION

1985 - 1989 BALL STATE UNIVERSITY
MUNCIE, IN

BS in Journalism (Photojournalism) 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