

Craig Maedgen

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Designer extraordinaire, committed to creating the best user-experience possible.

Highly qualified, savvy designer with extensive industry experience in internet marketing and web application development. A proven problem solving ability that focuses on the user-experience while achieving business goals. Strong background in all aspects of user-centered design from conception, prototyping, mock-ups, through to front-end development, site launch, and site maintenance. Recognized ability to manage multiple projects concurrently and meet deadlines. Team-based interaction style and excellent skills in industry standard design technology including:

- Photoshop
 - Dreamweaver
 - HTML / CSS
 - Illustrator
 - Flash
 - Web Video
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Experience : **Interactive Designer**

July 2006 to Feb. 2008 – Demand Media, Inc., Seattle, WA

Worked closely with software engineers as part of a small design team creating web-based management tools for web hosting and domain name products. Lead designer on development and launch of NameJet.com, a domain name auction site, and the conception, creation, and maintenance of reseller product marketing sites.

Interactive Designer

Mar 2001 to Feb. 2006 – Datamark, Inc., Salt Lake City, UT

Worked within a high-volume, fast-paced marketing environment. Responsibilities included working with account managers and copy writers to conceptualize, build, and maintain all aspects of client lead generation campaigns while meeting Datamark goals and staying on brand. Projects included web sites, banner ads, email marketing, and more.

Graphic Designer

July 1999 to Feb. 2001 – Financial Fusion, Inc., Orem, UT

As a designer in one of the pioneering companies in online banking software created graphics, interface layouts, and solved interaction design and branding problems for financial institution's online banking and portal web sites.

Education : **Masters of Communication in Digital Media, 2008**

University of Washington

User-Centered Design Certificate, 2008

University of Washington

Bachelor of Fine Arts, Graphic Design Emphasis, 1997

Utah State University

Portfolio : <http://www.craigmaedgen.com>