MICHAEL CROOK

UX Designer

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WORK EXPERIENCE

FREELANCE & GRADUATE SCHOOL
2018-PRESENT

THOMAS JEFFERSON UNIVERSITY & ALWAYS ON INTERACTIVE LLC
Ready to return to work after freelancing and attaining Master's in UX. (December 2020)

DIGITAL DESIGNER
2016-2018

AQUENT @ BANK OF AMERICA.
HTML email and creative development. Design, hand-code & test emails for all lines of business including Consumer, Enterprise, Bank At Work, US Trust, Merrill Edge, Merrill Lynch, GBAM and GWIM. Edit and design using various artwork such as icons, photography and fonts for campaigns.

GRAPHIC DESIGNER II
2014-2016

TEVA PHARMACEUTICALS.
HTML email design and development. Product photography of pharmaceuticals in various forms and expertise in retouching RAW images in PS to deliver consistent results per industry standards. Graphics creation for journal ads, sellsheets and web banner ads.

WEB AND GRAPHIC DESIGNER
2010-2014

CMP DEVELOPMENT GROUP.
Designing and coding desktop, mobile and responsive websites using HTML, HTML5 and CSS. Creating custom web graphics and photography. UX/UI design for mobile, desktop and responsive experiences.

GRAPHIC DESIGNER
2003-2010

ACRE MORTGAGE AND FINANCIAL.
Creating and designing of all promotional items such as flyers, brochures, web ads, business cards and sales aids.

EDUCATION

THOMAS JEFFERSON UNIVERSITY
2015-2020

UX AND IxD - MASTERS OF SCIENCE.
Masters of Science in User Experience and User Interaction Design.

FULL CIRCLE COMPUTING
2009-2010

CERTIFICATION IN WEB DESIGN.
Gained expertise in hand coding HTML and CSS. Worked with Adobe Dreamweaver and Text Editors to create websites.

TEMPLE UNIVERSITY
1989-1996

BACHELOR OF ARTS.
Majored in Art, Architecture and Art History.

PROFILE

Experienced researcher, designer and problem solver with a demonstrated ability to collaborate and create within various industry settings. Skilled in Graphic Design, Web and HTML Email Design/Development. Proven expertise in use of Adobe Creative Suite.
Expertise in photography and image retouching. Possesion of drive and determination to meet deadlines. A high level of flexibility that enables me to embrace various roles as needed. Constant pursuit of learning to update and add to skillsets.

PROFESSIONAL SKILLS

- Email Design & Dev
- Web Design
- UX / UI Design
- UX Research
- Photography
- Graphic Design
- Sketch
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Dreamweaver
- HTML & CSS

SKILLS AND TRAITS

- Creative
- Artistic
- Enthusiasm
- Positive
- Collaboration
- Communication