WM. MICHAEL CROOK

**UX Designer**

Phone (610) 574-6601 / [wm.michael.crook@gmail.com](mailto:wm.michael.crook@gmail.com)

Online Portfolio: [http://www.wmmichaelcrook.com](http://www.wmmichaelcrook.com/)

**Experience**

**Freelancing while attending Thomas Jefferson University**

**July 2018 – December 2020**

Ready to return to work after doing some UX, web design and digital design in a freelance role. Attending college and have achieved a **Master’s of Science Degree in User Experience and User Interaction Design**.

**Digital Designer at Aquent (Contractor - ECS at Bank of America)**

**February 2016 – July 2018**

HTML email and creative development. Design, hand code and 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. Some work with UX creatives and graphic design pieces.

**Graphic Designer II / HTML Email Design / Product Photography / UI Design at Teva Pharmaceuticals**

**March 2014 – May 2016 (2 years 2 months)**

Design and develop print and web initiatives, journal ads, product sell sheets, web banner ads, & HTML email design. Use of InDesign, Illustrator, Photoshop, Dreamweaver, Flash and Adobe Edge Animate other graphics applications, techniques, and tools to provide creatives for various applications for lines of Branded and Generic drugs. Designed workflow and layout of a branded mobile app, design using branding guidelines for various digital layouts, Design and hand coding of HTML email using Dreamweaver for product launch, digital sell sheets and other marketing campaign and use of MailChimp and Silverpop platforms. Product Photography: Professionally photograph small to medium items for use in both print and web applications to produce high-quality, professional looking creatives. Creation of optimized web images of various Generic and Branded drug products to be used on throughout main website, as well as in continual campaigns employing email marketing. Editing of various images and assets for marketing purposes in accordance with Branding Guidelines. Collaborate with Marketing and Communications team on brand strategy/positioning and deliver items that create excitement and increase web traffic.

**Webmaster, Graphic Design, Web Design at CMP Development Group**

**January 2010 - March 2014 (4 years 3 months)**

WEB DESIGN: Coding HTML, HTML5 & CSS, Custom Web Graphics, Layout Design, User Interface for mobile app, Workflow for mobile, User Interaction Design, Design for Mobile, Desktop & Responsive Experiences, Email Marketing, Social Media Marketing GRAPHIC DESIGN: Proficient in Photoshop, Acrobat Pro, InDesign, Illustrator, Branding, Custom Print Layouts & Design for Business Cards, Postcards, Posters, Food Menus, Pizza Boxes, Table Tents, Pint and Web Coupons, Flyers, Brochures, Large Scale Banners, Web Banners OTHER CREATIVES: Logo Creation, Scalable Vector Graphics, Photoshop Retouching Resizing & Optimization of Images for Web Job duties as lead web and graphic designer for all desktop and mobile websites as well as promotional print pieces.

**Sales and Marketing Manager, Web Design, Graphic Design at Acre Mortgage & Financial Inc**

**May 2003 - January 2010 (6 years 9 months)**

GRAPHIC DESIGN: Creation & customization of promotional items such as business cards, flyers, brochures, web promotions, image manipulation, Website Content Management, Trainings, Management of Marketing Department, Responsible for Marketing Campaigns and Brand Management, Real Estate Trends, Product Knowledge, Business Development, Authored Monthly News Article, Radio Show Spots, B2B Marketing and Sales.

**Sub-Acute Unit Facility Supervisor at Elwyn Inc**

**June 1997 - May 2003 (6 years)**

**Education**

**Philadelphia University / Masters Program for User Experience User Interaction Design**

Masters of Science in UX / UI Design (User Experience and Interaction Design) 2016 – Present

**Education included working with Adobe XD, Sketch, Figma, InVision Studio, Adobe Creative InDesign, Photoshop, Illustrator suite in creating desktop and mobile user experiences and layouts. Also created personas and case studies, hand coding of CSS and HTML using of various text editors, some use of Axure for prototyping designs for mobile and desktop, ability to construct workflow and wireframes by hand or with Illustrator, Adobe XD etc..**

**Temple University**

Bachelor of Arts (B.A.), Art, Architecture, Art History, 1989 - 1996

**Full Circle Computing, Exton Campus**

Web Design Certification - 2009 - 2010