

Alicia Kraus
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EXPERIENCE AND SKILLS SUMMARY

Creative, detail-oriented motion graphics and graphic designer with extensive experience in multimedia, video production, print, and web design. Over 12 years experience creating visually appealing graphics. My experience spans several industries and work environments including: agency, live television broadcast, corporate, and small business.

QUALIFICATIONS

- Self-motivated professional with great interpersonal skills
- Ability to work corroboratively and independently
- Ability to handle a multitude of tasks simultaneously
- Project management and brand consistency
- Proficiency in all aspects of video production, digital asset production

SKILLS

Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Final Cut Pro, Pro Tools, Wordpress, CSS, HTML

ACHIEVEMENTS

- Developed original animations and graphics for live television broadcast for The Sunny Side Up Show on NBC/Universal Sprout.
- Created graphics package for the 2008 Emmy Award winning documentary: "Terror in Tulsa: History Revealed"
- Developed graphics for a promotional video game and LED displays in Times Square for Bank of America

EXPERIENCE

Independent Motion Graphic Designer / Graphic Designer *2014 - PRESENT*

Consulting small business clients on brand strategy, and website startups. Launching websites with Wordpress, CSS using customized graphics and layouts. Website content management. Creation of graphics for print and web. Art direction and animation for independent filmmakers and production companies.

Associate Graphic Producer *NBC UNIVERSAL / SPROUT, 2012 - 2014*

Provided animation and graphics support for live national broadcast of The Sunny Side Up Show. Consulting with talent and control room staff to deploy animations for daily show segments. Video editing, rotoscoping, green screen, Adobe Photoshop, Adobe After Effects used for production. Graphic support for the Comcast network, Sprout website.

EXPERIENCE CONTINUED

Independent Motion Graphics Designer

PERLOW PRODUCTIONS, 2010 - 2012

Created short promotional animations for local businesses. Provided graphic support for video productions. Adobe After Effects, Adobe Photoshop, and Adobe Illustrator utilized.

Independent Motion Graphics Designer

AARDVARK VIDEO WORKS, 2012

Graphic based animation series showcasing products for a pharmaceutical company. Created promotional advertisements for a local home improvement business.

Independent Motion Graphics Designer

TIERNEY, 2011

Animated internal promotional videos for Verizon Wireless and Bayer, showcasing both companies' growth and productive partnership with Tierney.

Independent Graphic Designer

CHECKING FOR CHARITY, 2009 - 2011

Provided branding consultation, logo design, brochure and signage design. Worked closely with the marketing manager to ensure consistent messaging and digital asset management.

Motion Graphic Designer / Assistant Editor

FULLMIND CREATIVE LLC, 2007 - 2008

Lead post-production crew on graphic asset creation and management. Main animator for promotional videos for clients such as Bayer, Bank of America, Cn8, Walgreens, Philadelphia Zoo. Assisted in video production shoots with camera operation, lighting, and equipment grip. Graphic asset creation for a video game. Used Adobe After Effects to create LED animations for a Christmas display in Times Square, NYC.

Editor / Camera Operator

WYBE / MiND TV Internship, 2006

Edited promotional spots for television programming. Provided camera operation for interviews.

EDUCATION

Art Institute of Philadelphia

2002-2006

Graduation: December 15, 2006

Awarded: Bachelor of Science Degree in Digital Media Production and Communications

Honors: Best Graduating Portfolio, Deans list, 3.8 GPA

Southern Vermont Career Education Center

2001-2002

Certification in Digital Editing: 510 hours of technical training