



ALICIA KRAUS

Multimedia Designer

Experience and Skills Summary

Over 12 years experience as a creative, detail-oriented multimedia content developer. Extensive experience in video production, 2D and 3D animation, graphic design, and web design across multi-channel platforms.

Experience in several industries including: agency, gaming, live television broadcast, learning, pharmaceutical, corporate, and small business. Ability to work collaboratively, independently, and within an agile environment.

Work Experience

Digital Media Specialist Merck March 2019-present

Creating visually captivating infographics, animated videos, presentations and content creation for various learning solutions. Developing engaging presentations for Merck leaders to share industry insights for international summit meetings. Worked as a SCRUM developer to create an onboarding solution.

Motion Graphic Designer / Graphic Designer 2014-2019

Consulted 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, roto-scoping, green-screen, Adobe Photoshop, Adobe After Effects used for production. Graphic support for the Comcast network, Sprout website.

Motion Graphic Designer Perlow Productions + Tierney 2010-2012

Created short promotional animations for local businesses as well as internal promotional videos for Verizon Wireless and Bayer. Provided graphic support for video productions.

Graphic Designer Checking for Charity 2009-2011

Provided branding consultation, logo design, brochure and signage design for promotion of a professional hockey regional charity. Worked closely with the marketing manager and team leaders to ensure consistent messaging and digital asset management.

Continued on next page.

www.aliciakraus.net

www.linkedin.com/in/aliciakraus

aliciakraus118@gmail.com

267.496.5214

Elkins Park, PA USA

Accomplishments

Animated an award winning short: *The Follies of H. Dwiggins Ostrich*. Awarded best Animated Film by Cult Critic Magazine.

Developed original animations and graphics for live television broadcast on *The Sunny Side Up Show* airing nationally on NBC.

Created graphics package for the 2008 Emmy Award winning documentary: *Terror in Tulsa: History Revealed* airing on CN8

Technical & Practical Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere, Pro Tools, HTML5, Wordpress, CSS, Microsoft Office 360, Jira, Mac and PC Operating systems.



ALICIA KRAUS

Multimedia Designer

Work Experience Continued


Motion Graphic Designer / Editor Fullmind Creative 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.

Education


Internship: Camera Operator / Editor WYBE/MiND TV 2006
Edited promotional spots for television programming. Provided camera operation for interviews.


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

 www.aliciakraus.net

 www.linkedin.com/in/aliciakraus

 aliciakraus118@gmail.com

 267.496.5214

 Elkins Park, PA USA

Accomplishments

Animated an award winning short:
The Follies of H. Dwiggins Ostrich.
Awarded best Animated Film by Cult Critic Magazine.

Developed original animations and graphics for live television broadcast on *The Sunny Side Up Show* airing nationally on NBC.

Created graphics package for the 2008 Emmy Award winning documentary: *Terror in Tulsa: History Revealed* airing on CN8

Technical & Practical Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere, Pro Tools, HTML5, Wordpress, CSS, Microsoft Office 360, Jira, Mac and PC Operating systems.