

Craig James Yuill

UX | UI Web Designer | Brand Consultant

Coeur d'Alene, ID 83814 | t 208/704.0113 | e craig@craigyuill.com

Creative, innovative, problem solver, web designer, graphic designer with 25+ years of experience conceptualizing and executing design of quality user centric assets for both print and web.

Provided web solutions and web applications based on specific business needs for promotions, presentations, customer service and on line services.

Exceptional track record contributing to a projects' success of through development of purposeful design that engages the target audience.

Experience creating brand identities for corporate, product, service and personal branding assignments.

Outstanding communication, interpersonal and presentation skills. Strength in selling ideas to key decision makers and building team consensus.

Extensive knowledge of layout, color and typography style.

Detail-oriented; can quickly and comfortably move between multiple projects with competing deadlines.

Work Experience

Craig Yuill Design /AdvisorBrand 1995 | Present
Web and Print Designer, Corporate Branding Consultant

Brand Consultant, Web/Graphic Designer with over two decades leading teams that have designed and managed high-quality print and web-based advertising and marketing communication projects for mid-sized and Fortune 500 companies, foundations and non-profits. Clients include financial services, healthcare, and life sciences.

QED Bioscience 1995 | Present
Web Design | Email Design | Graphic Design

- Managed client's website design from concept to final product.
- Designed promotional landing pages.
- Creation, management and ongoing marketing support.
- Responsible for brand continuity across all channels.
- Work closely with the web developers to deliver the final product.

<https://www.qedbio.com>

Objective:

To work with teams to innovate and create UI experiences that animate users and showcase content with beautiful crafted purposeful design and technology.

Tools:

Adobe Creative Cloud
(InDesign, Illustrator, Photoshop)
Conversant in JAVA
Conversant in HTML
Conversant in CSS

Add'l Skills

Publication Design
Illustration

Education:

Colorado Institute of Design

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Cal Am Mfg. 2015 | Present

Web Design | Email Design | Graphic Design

- Designed and manage company website.
- Manage task workload and priorities.
- Manage style guidelines to insure continuity across all channels.
- Create/develop the design of ads, email templates and web content.
- Execute all visual design stages from concept to final hand-off.
- Collaborated with marketing team to update client websites and increase search engine exposure. Collaborated with project manager and programmers to layout site functionality
- Weekly team meet to discuss solutions and project status.

<https://calam.net>

AARE Global | Real Estate 2015 | Present

Web Design | Graphic Design

- Discovery, design and development for multi-site platform RE platform.
- Consulted with the marketing team to create/develop web content.
- Execute all visual design stages from concept to final hand-off.
- Work closely with the web developers to deliver the final product.
- Weekly team meet to discuss solutions and project status.

<https://aareglobal.com>

Abcore | Contract

- Design for antibody catalog ecommerce website
- Consulted with the marketing team to create/develop web content.
- Execute all visual design stages from concept to final hand-off.
- Work closely with the web developers to deliver the final product.
- Weekly team meet to discuss solutions and project status.

<https://abcore.com>

Specialization:

Life Science

Healthcare

Advisory Services

Real Estate

Manufacturing

Additional Clients

Elite Skiing

Genovis

Phoenix Pacific Corp.

Aegis Therapeutics

Thoroughbred Owners of California

St Louis Financial Planners

Professional References:

Eileen Skaletsky 858-675-2405

Andrew Arroyo 858-342-9292

Ed Maggio 858 618-1400

Andy Parker 858.414.3661

Don Rayner Jr. 619 787-2480

Drew Couto 858-354-3739

Prior Work Experience:

Frontline Graphics, San Diego

1990-1992 | Art Director

Charthouse, Vail, CO

1980 – 1985 | Waiter

Vail and Associates, Vail, CO

1980 – 1985 | Ski Instructor

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