

_LOYD CRADDOCK II

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678.362.7124

www.o2elements.com

_REFERENCES

Available upon request

_EXPERIENCE

CREATE ADVERTISING GROUP, CREATIVE DIRECTOR - NOV 2017 - PRESENT

Digital & Social creative campaign strategy, proposal organization, layout + client presentation, multi-format (vertical, square + wide-screen) video design/editing/effects/optimization, website/mobile organization & design.

THE ANT FARM, ASSOCIATE CREATIVE DIRECTOR + CREATIVE DIRECTOR - SEPT 2014 - NOV 2017

Comprehensive video design/editing/effects/optimization, website/mobile design, CSS/HTML animation/programming and proposal planning + client presentation.

THE ANT FARM, SENIOR ART DIRECTOR - FEB 2009 - SEPT 2014

Ideation, storyboarding, website/mobile design, flash design/animation/programming, video effects/integration.

TINY REBELLION, INTERACTIVE/JR. ART DIRECTOR - JUN 2007 - SEPT 2008

Storyboarding, flash design/animation/programming, proposal graphics design and video editing/effects for web presentations.

RIDDLE PRODUCTIONS, ANIMATOR/DESIGNER/PROGRAMMER - MAR 2006 - JUN 2007

Image layout/extraction, color adjustment, photo retouching, flash design/animation/programming.

Recognition | Daytime Emmy Juried Finalist - Stranger Adventures "Helen Beaumont"- April 2006

Primetime Emmy Finalist - Stranger Adv. "Danny Bowles/Jade Treasure" - July 2006

_SKILLS

DESIGN

Adobe Creative Cloud Suite - After Effects, Photoshop, Illustrator, InDesign, Premiere, Facebook Canvas + Watch

TECHNICAL

Basic CSS/HTML comprehension/editing, 360° video creation, video encoding/optimization, Webflow, Mail Designer 365, MS Office

PERSONAL

Skill in working in a fast paced environment, solving problems and learning new concepts quickly.

_EDUCATION

Florida State University, Bachelors of Fine Arts, Graphic Design, April 2005 | GPA 3.35 / 4.0