Brandan Craft

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www.brandancraft.com

Curriculum Vitae

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Education

The Ohio State University
Columbus, OH
Department of Industrial, Interior, and Visual Communication Design
Master of Fine Arts
Graduation – June 2008

The University of Pittsburgh
Pittsburgh, PA
Architectural Studies
Bachelor of Arts
Graduation – December 1999

Alabama A&M University
Huntsville, AL
Computer Science
1995 – 1996

Professional Experience

PlaylistParty
Owner/Designer
PlaylistParty is an attempt at offering an alternative for discovering music beyond the algorithm-heavy method most music streaming services currently offer. I created an event and accompanying online-based MVP using WordPress. www.playlistparty.online
September 2020 – present

ERinfo
UI/UX & Branding Lead
The idea behind the ERinfo mobile app is to provide first responders with a tool to help identify unconscious patients using facial recognition. I designed the brand identity system and initial interface for the mobile app. I continue to serve as the primary UI/UX lead. www.erinfo.me
September 2015 – present

Flat Out of Heels
Brand Manager
Flat Out of Heels are rollable ballet style flats that can be used as an emergency flat and worn for everyday use. I designed the brand identity system and am charged with maintaining the Flat Out of Heels brand presence. www.flatoutofheels.com
April 2011 – 2021

Athlete Shirts
Owner/Designer
Athlete Shirts was birthed from an idea to display what type of athlete I was on a tee-shirt. I then thought it would be a great campaign/product for the likes of Nike, Under Armour, and Adidas so I planned to draw up a presentation to present to these sports apparel heavyweights. A good friend convinced me to try doing it myself first, so I did. Anyone could go to the site and answer the question, what type of ATHLETE are you? www.brandancraft.com/pro_athlete.html
February 2009 – 2011

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Professional Experience (cont.)

Starr360, LLC
Owner/Designer
My expertise in design, experience designing at a Fortune 200 company (Nationwide), and my love of athletics led me to base my thesis research on a better business model for designers using the branding of professional athletes as my point of reference. Starr360 was the tangible culmination of this research coupled with prior business ventures and ideas.
www.brandancraft.com/pro_starr360_site.html
September 2007 – 2010

The UrbanStarr, LLC, Columbus, OH
Owner/Designer
Very much ahead of its time, The UrbanStarr was a web-based event and information resource for metro Columbus, OH. Conceived in 2000 and launched in April of 2002, The UrbanStarr was created to satisfy the need for a single point of reference for the many events and attractions the city had to offer. Before modern social media platforms dominated this space, I created and developed a photo widget as well as a video and music player. In addition to designing all of the promotional material, I updated the site every Wednesday evening for seven years.
www.brandancraft.com/pro_tus.html
April 2002 – 2008

Nationwide Insurance Sales Technology Services, Columbus, OH
Visual Communication Designer
My responsibilities at Nationwide were to provide web design, graphic design, and usability support for Nationwide's many internet and intranet initiatives. I designed innovative navigation solutions using HTML, Javascript, and Flash for critical internal applications as well as developed an interactive learning application used to educate employees on usability and design. I traveled to various design conferences and training courses in New York and San Francisco to help strengthen certain skills.
May 2000 – August 2007

Teaching Experience

Lynn University, Boca Raton, FL
College of Communication and Design
Associate Professor, Director of Graduate Curriculum
2017 - Present

Florida Atlantic University, Boca Raton, FL
Visual Arts and Art History
Adjunct
2016 - 2020

Digital Media Arts College, Boca Raton, FL
Multimedia & Web Design
Professor
2014 - 2017

Florida A&M University, Tallahassee, FL
School of Journalism and Graphic Communication
Assistant Professor
2009 - 2014

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The Ohio State University, Columbus, OH
Department of Industrial, Interior, and Visual Communication Design
Teaching Assistant & Adjunct
2007 - 2009

Columbus State Community College, Columbus, OH
Digital Design and Graphics
Adjunct
2008 - 2009

Courses Taught

GRA4521C: Interactive Design Lab 1
Adjunct Professor - Florida Atlantic University
Introduces students to the basic tools needed in the world of interactive design. Examines the design aspect of interaction while working through the basics of coding.

GRA4183C: Typographic Design Lab 3
Adjunct Professor - Florida Atlantic University
Explores time-based composition and animation of typographic vocabulary. Adobe After Effects is used extensively in this course.

CGD2074: Web Design (Online & On-ground)
Professor - Digital Media Arts College - Multimedia Design
Entry level design course designed to introduce students to web-based design. Basic layout, file structure, image optimization, and server implementation is covered. Basic HTML and CSS is taught throughout.

CGD2076: Advanced Web Design (Online & On-ground)
Professor - Digital Media Arts College - Multimedia Design
Web design course designed to strengthen HTML and CSS abilities as well as introduce advanced techniques such as Javascript and JQuery.

CGD2100: Social Media Campaigns (Online & On-ground)
Professor - Digital Media Arts College - Web Design & Technology
Design/marketing course that charges students with analyzing the numerous social media platforms out there and ascertaining how each one should or should not be utilized when creating a social media-based marketing campaign.

CGD2095: Interactive Interface Design (Online)
Professor - Digital Media Arts College - Multimedia Design
This course takes students beyond simple point-and-click interfaces by introducing motion to heighten (not hamper) a user's experience. **Adobe Flash and Adobe Edge Animate** are the programs taught and used.

WD6070: Advanced Web Technology (Online)
Professor - Digital Media Arts College - Web Design & Technology
Masters level course that introduces students to Content Management Systems (CMS), particularly **WordPress**. They learn how to choose and manipulate preexisting themes, but also learn how to design and develop a WordPress theme from scratch and from bare bones starter themes.

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WD6080: Web Applications (Online)
Professor - Digital Media Arts College - Web Design & Technology
Masters level course that focuses on evaluating, planning, designing, and testing screen-based applications. Students learn more about user experience design, target audiences, and iterative design. Low and high-fidelity prototypes are tested using paper to web-based tools like InVision and Adobe XD.

1111: Basic Design Principles (Online & On-Ground)
Assistant Professor - Florida A&M University - Graphic Communication
This course is intended to give students the basic understanding of Graphic Communication and set them on a path to becoming a successful Graphic Communicator. **This is an introductory course that covers the broad scope of graphic communication and an overall view of the graphic design field.** Students gain an understanding of how design elements and principals work together to create effective communications.

1433: Basic Design and Web Applications
Assistant Professor - Florida A&M University - Graphic Communication
This course is intended to instruct students about the key software elements that are needed to become graphic professionals. **The basic principles of selected program applications are presented** as they apply to computer graphics, design, and the publishing industry in this introductory course. These basic skills will serve as a springboard for developing a stronger understanding of the programs in the Adobe CS Suite as well as additional programs needed for varying graphic communication positions.

3521: Internet Publishing
Assistant Professor - Florida A&M University - Graphic Communication
This course uses the development process of building and presenting a website to a client to teach students about these base process elements as well as venturing into website specific process needs. Students will learn the skills needed to see a web design project from inception (proposals, wireframes, site maps, users) to completion (image comps, working prototypes).

3512: Brand Identity Systems
Assistant Professor - Florida A&M University - Graphic Communication
Students enrolled in Brand Identity Systems will **create a system of brand touch-points that will attempt to affect how consumers perceive a certain company, product, or service.** Students will also practice how to properly display and present their identity systems. Everything in this course is based on strong research and historic principals.

3139: Time-Based Design
Assistant Professor - Florida A&M University - Graphic Communication
This course is intended to expose students to a **more interpretive use of design elements** like motion, scale change, sequence, metamorphosis, and context to typographic, image-based, and/or audio-centric communication. These skills can be applied in a variety of applications like film and television titles, movie previews, commercials, information kiosks, multimedia programs, web sites, and presentations.

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3102: Communication and Usability
Assistant Professor - Florida A&M University - Graphic Communication
This course approaches visual communication from the user's perspective which requires students to test their creations in addition to designing and developing them. The goal of this course is to expose students to the importance of usability and to further hone their interactive design skills. Students in this course are charged with conceptualizing, testing, and developing prototypes for a theoretical mobile application.

271: Portfolio Development
Adjunct Professor - Columbus State Community College - IMT
In this course, students are charged with designing and developing a **Flash-based interactive portfolio** to showcase skills and design capabilities in order to gain employment. Students are encouraged to use their personal style to build an interactive container to house a resume, artists' statement, and portfolio works.

262: Building Hierarchical Web Sites
Adjunct Professor - Columbus State Community College - IMT
Course that provides students with an overview of how to begin, storyboard, create, and design a fully functional web site. **Adobe Dreamweaver** is taught in this course as well as basic design and usability principals as they pertain to web sites.

673: Interactive Visual Communication
TA - The Ohio State University - Visual Communication Design
Senior level course where students apply visual communication principles to interactive multimedia. This course challenged students to create a **Flash-based multimedia complement to an art exhibit that displayed in the United Kingdom based on Notting Hill Carnival.** I was charged with teaching basic and advanced Flash techniques as well as assisting the students with their projects.

570: Intro to Image Graphics Techniques
Instructor - The Ohio State University - Visual Communication Design
Course for non-visual communication design majors to teach the concepts of image representation and manipulation from a designer's perspective. Using Adobe **Photoshop**, students applied course principles by digitally capturing, manipulating, presenting, and critiquing digital images.

573: Fundamentals of Multimedia Design
Instructor - The Ohio State University - Visual Communication Design
Course for non-visual communication design majors to teach the concepts of contemporary web design from a designer's perspective. Using **Dreamweaver**, students learned about important design principles related to web-based interface and web-interaction design.

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Courses Taught (cont.)

674: Rich Media Design
TA - The Ohio State University - Visual Communication Design
Senior level course aimed at providing students with an opportunity
to learn about the **important principles of interface design** and the
significance of integrating it with effective interaction design. Students
chose a subject and created a unique interactive solution applying the
principles learned in class.

Courses Developed

Visual Communication Theory
Lynn University
Design thinking/User-centered design/The design process

Interaction Design I, II, & III
Lynn University
Introduce, practice, and strengthen UI, HTML, & CSS best practices

Interactive Design Lab I
Florida Atlantic University
Web design and coding principles using HTML and CSS

Principles of Design (Online & Off)
Digital Media Arts College & Florida A&M University

Raster Imaging II (Online)
Digital Media Arts College
Advanced Photoshop

Motion Design (Online & Off)
Digital Media Arts College, Florida Atlantic University, Florida A&M
Motion design/type in motion using Adobe After Effects

Interactive Interface Design (Online)
Digital Media Arts College
Interface design using Adobe Animate

Design Management (Online)
Digital Media Arts College
Skills needed for a designer to become a self-employed design professional

Advanced Web Technology (Online)
Digital Media Arts College
How to build WordPress themes from scratch

Web Applications (Online)
Digital Media Arts College
Mobile-first application layout and design

Basic Design & Web Applications
Florida A&M University
Adobe Illustrator, Photoshop, InDesign, Flash, and Dreamweaver

Communication and Usability
Florida A&M University
Designing and testing interactive applications

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Thesis Research & Interests

M.F.A. Thesis
Why Branding Can Increase a Professional Athlete's Value:
A Rationale for Designer Engagement
http://rave.ohiolink.edu/etdc/view?acc_num=osu1212006927

Research Interests
- Curriculum development, particularly for UI/UX design.
- Psychological influences on visual communication.
- The branding and marketing of prep, college, and professional athletes.
- The viability of online education.

Professional Expertise

User Experience (UX) Design
Even though I have experience with UX dating back to 2001, I am still intrigued with how we will/should experience modern (smart devices), cutting edge (AR/VR), and revolutionary (?) user facing interfaces.

Design Thinking
Using the design process, which focuses on the user, to help business owners, start-ups, and other creative entities find creative solutions to their respective problems.

Information Design
Interaction design (web site development, web application development, mobile app design), application interface design, instructional materials, and symbol development.

Course Development
Developing educational content for collegiate level coursework.

Print Communication
Magazine and newspaper layout and design. Promotional materials (posters, flyers, brochures, print, and banner ads.) Packaging and point of sale displays.

Brand Design
Brand identity system design and development (brand marks, stationary packages, promotional items.)

Motion Graphics
Brand idents, promotional videos.

Exhibition

Midnight Robbers: The Artist of Notting Hill Carnival
- www.brandancraft.com/pro_midnight.html
- Greater Columbus Arts Council Award: "Artistic Excellence" - $10,000 cash prize (2009)

Exhibition Locations
- Art Museum, University of Memphis (July 17- September 10, 2010)
- USITT Conference and Stage Expo, Cincinnati, OH (March 18 - 21, 2009)
- Video and Interactive focus - York University, Toronto, Canada (July 31 - August 3, 2008)
- OSU Urban Arts Space, Columbus, OH (February – April, 2008)
- City Hall, London England (September – November, 2007)

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Presentations

The Case For and Against Writing and Teaching Online Courses
Creative Control Fest IV
- Detailed my educational, professional, and professorial journey to becoming an online professor.
- Highlighted my experience developing an online program and writing and teaching online courses.
- Offered tips for writing and teaching online courses.
  9/2016

Graphic Design for Non-Print Media
D3 Digital Design Den, Conference & Expo
- I served on a panel that was asked to showcase and demonstrate progressive non-print projects.
- I spoke on and demonstrated the Midnight Robbers Interactive I worked on while a student at Ohio State.
- I also participated in the "10 Minute Mentor" sessions that had students seek advice, critiques, or answers from industry professionals.
  4/2015

6 First Impressions
Allied Health lecture series
- The 6 First Impressions deals with the different means in which a person can be initially judged.
- Attendees are taken through interactive scenarios detailing the possible first impressions and how they can be controlled.
  3/2014

Brand U
Media Bootcamp 2010; School of Business and Industry lecture series; Allied Health lecture series
- The Media Bootcamp was a series of presentations and seminars that revolved around multimedia.
- The presentation for the School of Business and Allied Health was attended by all majors and intended to raise awareness about personal branding.
  10/2010, 2/2011, 2/2014

Personal Branding
2010 Young Professionals Career & Professional Development Conference
- I served on a panel alongside fellow professionals that specialized in social networking strategies as it pertains to a persons personal brand. My contribution dictated a more wholistic approach when it comes to personal branding that include, but also go beyond the social aspects of it.
  9/2010

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The Principals of Design
NABJ (National Association of Broadcast Journalists) Multimedia Short Course
- The Multimedia Short Course had broadcast journalism students and newly hired professionals from around the country creating a full online newscast in two days at Florida A&M University.
- I was charged with giving an informative presentation on the principals of design as it pertained to broadcast video, particularly motion graphics. The audience consisted primarily of broadcast journalist majors and professionals with limited design experience, but who are increasingly tapped to create their own graphics to accompany their video.
11/2009 & 11/2012

Not Now But Next
Media Bootcamp 2009
- The Media Bootcamp was a series of presentations and seminars that revolved around multimedia.
- My presentation, "Not Now But Next", highlighted emerging technologies and how they are affecting or will affect how designers design and how journalist will assimilate information.
11/2009

Activities

Online Curriculum Development
Digital Media Arts College
Helped launch the new online Associates and Masters programs by writing seven separate design courses. I also continue to help with online strategies and improvements as the sole full-time online faculty member.
6/2014 - present

Faculty Advisor - AIGA Student Group
Graphic Communication Division at Florida A&M University
Led the charge to transform the preexisting but dormant Graphic Arts Club into an independent student chapter of the AIGA sparking much needed excitement and notoriety within the major.
6/2010 - 6/2014

Curriculum Redesign
Graphic Communication Division at Florida A&M University
Lead on the complete redesign of the Graphic Communication Division's curriculum. Courses and strategies were chosen based on accrediting requirements, research, and changes in the industry, university, and division.
8/2009 - 2/2010

Panel Discussion on Careers in Teaching
The Ohio State University
Joined a small panel of Ohio State Design Department graduates who went on to find a career in teaching at the university level. The discussion benefited M.F.A. candidates who were interested in education.
2/2010

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Activities (cont.)

Research Trip to ESPN World Headquarters
Bristol, CT (U.S.A)
ESPN (specifically an employee in the Creative Services department) is on the School of Journalism and Graphic Communications board of directors at Florida A&M University. They come down to FAMU a couple times a year to actively recruit design students for possible employment opportunities at ESPN. I was charged with meeting with them and visiting their campus to find out what Creative Services does and what skills are needed to work there.
3/2010

Member of the American Advertising Federation (AAF)
www.aaftallahassee.com
Communications Committee Chair
Tallahassee, FL
2009 - 2010

Member of CSCA
www.cscarts.org
Columbus Society of Communication Arts
2008 - 2010

Member of the Merry Makers Club, Inc.
www.merrymakersclub.com
Columbus, OH
2007 - present

Big Brothers, Big Sisters Volunteer
www.bbbs.org
2001 - 2007

Member of The Alpha Phi Alpha Fraternity, Inc.
www.alpha-phi-alpha.com
1997 - present

University of Pittsburgh Baseball Team
1996 - 1998

Alabama A&M Baseball Team
1995 - 1996

Creative Projects

Founder & UI/UX Designer
PlaylistParty
A platform that I though of, planned, created, and executed that is meant to offer an alternate means in which to experience and discover great music. I used WordPress to create an MVP that mimics a fully developed and database-driven mobile-based application. I also plan and moderate the actual PlaylistParties as-well-as edit the music, videos, and application for user consumption.
www.playlistparty.online
2020 - present

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Creative Projects (cont.)

Founder & UI/UX Designer
uStarr
Proposed mobile app that will offer curated event information. Designed the brand identity and interface. Conducted usability testing to further hone the interface. uStarr will be a light continuation of The UrbanStarr, a company I founded and ran from 2002 - 2008.
www.brandancraft.com/pro_ustarr.html
2016 - 2018

UI/UX Designer
ERinfo
The idea behind the ERinfo mobile app is to provide first responders with a tool to help identify unconscious patients using facial recognition. I designed the brand identity system and initial interface for the mobile app. I continue to serve as the primary UI/UX lead.
www.brandancraft.com/pro_erinfo.html
2015 - present

Web Designer
Digital Media Arts College
Redesigned DMAC's web site to better reflect the college's evolving focus and style. I was solely responsible for the design and general layout of the main pages, but was not involved in the development of the live site (numerous concessions and mistakes abound because of this.)
www.brandancraft.com/pro_dmac.html
2015

Brand Director (partner + consultant)
Flat Out of Heels
Line of ballet flats marketed to jet-setters and fashionistas that will be sold in vending machines placed strategically outside of nightclubs, inside malls, and inside airports as well as traditional online and brick and mortar boutiques.
www.brandancraft.com/pro_flatBrand.html
2011 - present

Brand mark and package design
Z-connector
Security and fashion product designed to help protect a mobile device by using a tethering device. Designed the brandmark and packaging. Research involved documenting user tendencies and preferences.
www.brandancraft.com/pro_z.html
2011

Owner/brand, website, & product development
ATHLETE Shirts
Brand of shirts that allow the wearer to express the type of athlete they are by customizing their shirts online (start-up.)
www.brandancraft.com/pro_athlete.html
2008 – 2011

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Promotion
King Lincoln District
Branding assets designed for an historic Columbus neighborhood. The promotional booklet was used to market the revitalization of the district to specific groups.
www.brandancraft.com/pro_misc.html
2007

Interactive application
Midnight Robbers: The Artist of Notting Hill Carnival
Interactive portion of the exhibit shown on separate computer monitors placed throughout the exhibit.
www.brandancraft.com/pro_midnight.html (interactive component)
2005 – 2010

Owner/brand and website design and development
The UrbanStarr, LLC
An event based website that serviced Columbus, OH. I served as owner and sole developer and designer of the site.
www.brandancraft.com/pro_tus.html
2002 – 2008

Interactive application
Usability and Design Learning Tool
Application developed to educate Nationwide employees on some of the key elements of Usability and Design.
www.brandancraft.com/pro_usabilityDesign.html
2002