

# Craig Patches

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## EXECUTIVE SUMMARY

Multimedia development and project manager with 8 years of professional experience; specializing in design and management of website development and both interactive and linear narrative-based educational content creation. Possesses strong interpersonal, cross-functional coordination and facilitation skills with clients, stakeholders, SMEs, developers, contractors, and users.

## KEY COMPETENCIES

● Project Management ● Needs Assessment and Analysis ● Business Process Analysis ● Instructional Design (instructor-led and self-directed) for e-Learning ● Simulation and Character Animation Design and Development ● Client Interface and Relations Maintenance ● Translation of Client Goals into Work Requirements and Production Specifications ● User interface design and development

## PROFESSIONAL EXPERIENCE

**9/00 – present**    **National Urban Technology Center**    New York, NY  
*Multimedia Development Manager*

- Design, develop, manage, and produce creative interactive educational content and e-learning modules designed for young learners' social-emotional development
- Lead storyboard creation and review with SMEs, contractors, and clients on e-learning modules
- Coordinate in-house and outsourced development staff for the development process (instructional animation, interactive games, academic curriculum guides, content user manuals)
- Provide art direction for consistent product / corporate identity
- Create, maintain, and update library of branded character content and curriculum.
- Coordinate content development and integration with ColdFusion-powered learning content management system.
- Produce scalable multimedia materials and complements that support company marketing and training efforts via Flash video on the corporate website, video DVDs, interactive CD-ROMs, and print media.

**3/00 – 9/00**    **GefTaught.com**    Calabasas, CA  
*Flash Animator/Multimedia Developer*

- Responsible for contributing to the development of web-based multimedia Algebra instruction software.
- Storyboarded content for both in-house and outsourced animation tasks in accordance with style guides and production format
- Performed pre-production and post-production character and content animation

## SOFTWARE / OPERATING SYSTEM PROFICIENCIES (Mac & Windows proficient unless otherwise noted)

- Microsoft Office ● Adobe Creative Suite 3 with specialization in Flash and Flash ActionScript
- Apple Final Cut Studio

## EDUCATION

**1999**    California Institute of the Arts    Valencia, CA  
**BFA**, Film/Video: Animation specialization

**References available upon request.**