

# WARREN CRAGHEAD III

I like helping people and institutions tell their stories.

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## EXPERIENCE

### **CREATIVE DIRECTOR, University of Virginia School of Law** 2009-2015, 2016-Present

- Creates and implements strategies and projects to effectively engage the law school's target audiences.
- Works as deputy to the chief communications officer.
- Responsible for designing and producing printed and online materials including event posters, conference programs and marketing materials.
- Designs, produces and maintains an extensive website, adding daily content.
- Works as part of a team to create and maintain school's social media presence.
- Designed and art directed CASE award-winning design materials.
- Implements UVA branding across the law school.
- Interacts with other law school departments and acts as ambassador for communications team.

### **EXECUTIVE DIRECTOR, Second Street Gallery** 2015-2016

- Directed nationally-recognized nonprofit contemporary art gallery.
- Created new style guide and visual language for gallery.
- Grew social media following by 75%. Increased visitors to gallery by 42%. Increased press attention including television interviews, front-page newspaper features and reviews.
- Wrote grant-winning applications for support from institutions such as the Andy Warhol Foundation.
- Started new fundraising and programming initiatives with corresponding marketing materials.

### **ARTIST** 1996-Present

- Exhibits artwork internationally.
- Markets work using a variety of methods: design and maintenance of professional website and newsletter; use of social media, creation and distribution of printed promotional materials.
- Writes press releases and manages inquiries including feature articles and interviews.
- Participates in local, national and international art exhibitions, projects and activities. Works as visiting artist and speaker at arts institutions and creative organizations.

### **ART DIRECTOR, Inkworks** 2000-2008

- Responsible for design and production of licensed products, packaging and advertising for prominent TV and film properties including Buffy The Vampire Slayer, The X-Files, LOST, Twilight, and The Simpsons.
- Worked closely with clients and colleagues to manage multiple accounts, guiding each project through design, approval and production stages on tight deadlines.
- Managed freelancers and designers.

### **DESIGNER** 1996-2000

- *Studio FunHouse* (2000), oversaw creative side of small start-up design studio.
- *MADA Design* (1997-2000), worked directly with clients to design products, packaging, layout and advertising. Clients included Topps (Major League Baseball, National Football League, Star Wars), Fler, Inkworks, Marvel Comics, and DC Comics. Oversaw design process from conception through approval and in-house film creation and match printing. Participated in pitch meetings.
- *Corporate Express* (1996-1997), designed materials for sales promotion division including direct-mail, displays and packaging.

## SKILLS

Print and web design, art and creative direction, illustration, social media strategy, Adobe Creative Suite, CSS, HTML, Drupal

## EDUCATION

MFA, The University of Texas at Austin  
Santa Chiara Study Center, Castiglione  
Fiorentino, Italy  
Skowhegan School of Painting and Sculpture  
BFA, Virginia Commonwealth University,  
Summa Cum Laude

## OTHER EXPERIENCE

- Freelance projects include web and print design, logo and brand development and curatorial art projects.
- Three-time Virginia Museum of Fine Arts Fellow.
- Co-founded *usscatastrophe.com*, a pioneer online sequential art journal.
- Co-founded SALVAGE Magazine, a quarterly published 501c3 non-profit art and literature magazine.
- Presented artist talks and hands-on demonstrations at the University of Virginia, Second Street Gallery, The Bridge, Telegraph Gallery, the Fralin Museum of Art, Riverviews Artspace, Welcome Gallery and Arlington Art Center.
- Moderated/participated in panel discussions at the Virginia Festival of the Book, the Small Press Expo, Telegraph Gallery, Poetry Space NYC.
- Speaker at Creative Mornings Charlottesville and edUi conference.
- Xeric Grant recipient.
- Taught classes at college level in drawing, printmaking and digital design.