MARK CRAIG ITSKOWITCH

812 Vernon Avenue #3, Venice, CA 90291 | (619) 804-9876 | **mark@headTrix.com**

EDUCATION

M.A. Media Studies, December 1994
New School University, New York, NY

B.A. Communication, May 1990
State University of New York at Buffalo

Graduate of the High School of the Arts, Art Major, New York, NY

EXPERIENCE

HEADTRIX, INC. | Creative Director/Lead Instructor | Venice, CA, 2000-Present
- Design, develop and create graphics, new media and eLearning courses
- Web design/development, animation, and motion graphics
- Hire outside vendors, manage projects and mentor designers, lead brainstorming
- Integral part of the creative process from design to completion
- Run daily operations, hire instructors, develop graphics, ads, and website
- Teach for corporations (Sony, Warner Bros., Fox Studios, Universal, Disney, NFL - **view full list**)
- Create and develop marketing, branding, and advertisements.

ADOBE | Adobe Certified Instructor & Adobe Community Professional | 2007-Present
- Speaker at the **Adobe Learning Summit** 2017 in conjunction with DevLearn, Las Vegas "10 Productivity Hacks Using Captivate and Creative Cloud" - **Read More**
- TA for Lab sessions at **Adobe Max** 2017 | Adobe Photoshop, Animate, & Character Animator, Las Vegas
- Wrote and reviewed test questions for the Adobe Certified Associate Exam for Certiport & Adobe
- Instructed Adobe classes at Adobe Authorized Training Centers throughout the USA
- Public speaker at user groups, Adobe Events, and Tech Wednesdays

THE NBC AGENCY | Web & Motion Designer | Burbank, CA, 2005
- Designed microsites for NBC and Bravo tv shows
- Created animated flash banner ads, splash screen animations, animated GIFs
- Designed graphics & downloads for tv shows

UNIVERSITY OF CALIFORNIA | Computer Instructor | San Diego, CA, 1998-2004
- Taught students in fields of Graphic Design, Web Design, Animation, eLearning, Photography, SEO, UI/UX
- Also taught at San Diego New Media Center, Art Institute, Platt College, Learning Tree International

SONY ONLINE | Creative Director | San Diego, CA, 2000
- Lead team in developing Internet Strategies
- Designed and implemented creative for Sony Style, Sony Music, Sony Online, and Intranet
- Created Multimedia and interactive marketing presentations for Sony DVD
- Met with clients, developed and directed from concept thru completion

HIGH TECHNOLOGY SOLUTIONS/DIGITAL ASYLUM | Freelance Creative Director | San Diego, CA, 1999-2000
- Created, designed and produced graphic, interfaces, and animations for eLearning, Web, and kiosks
- Integral part of the creative process from design to completion

BAE SYSTEMS | Art Director | San Diego, CA, 1997-1999
- Created animation, graphics, & illustrations for a Million dollar CBT (eLearning) for the U.S. Navy
- Produced, created and designed multimedia marketing presentations
- Developed web sites; designed logos; created illustrations; edited videos; directed photo shoots

JOSTENS LEARNING | Multimedia Specialist | San Diego, CA, 1997-1997
- Created, and designed graphics, interfaces, & animation for educational eLearning projects
- Programming and development for educational multimedia using Director and Authorware

MCGRAW_HILL NEW MEDIA | Lead Graphic Designer | San Diego, CA , 1995-1997
- Designed, created, and produced graphical elements for interactive eLearning for Spanish & French
- Created and developed user interface elements, templates; quality assurance; archiving; edited video
- Worked closely with assistant designers, instructional designers, developers, and producers

Adobe Community Professional
Adobe Certified Instructor

CompTIA Certified Technical Trainer (CTT+™) Certification
Pearson VUE Testing Center, Los Angeles, CA

Advanced Instructor Training Certificate
Learning Tree International, Reston, VA

Member of the Board of Directors & President
Multimedia Special Interest Group (M3), San Diego, CA

Web Publishing Certificate
University of California at San Diego, La Jolla, CA

Best of Show & Best Interface Design
Multimedia Special Interest Group, San Diego, CA

Multimedia Technology Certificate
Foundation College, San Diego, CA

Computer Graphics and Desktop Publishing Certificate The
New School Computer Instruction Center, New York, NY

Advertising/Public Relations Certificate
Millard Filmore College, Buffalo, NY

View Portfolio