



# CWC

CRAIG WHITAKER CREATIVE

CREATIVE DIRECTOR • EDUCATOR

## CONTACT



(856) 986-7775



qsjcraig@gmail.com



www.linkedin.com/in/crwhitaker

## STRENGTHS

- Client-facing
- Pitching
- Script to screen skill set
- Leadership
- Planning

## EDUCATION

2004 - Rowan University  
B.A. Communication - Magna Cum Laude

## SKILLS

- High-level creative thinking and idea development
- Scriptwriting & live action direction
- Storyboarding and look development
- Photography and filming
- Software: Adobe Suite, 3D (Cinema 4D, Maya, Modo) Render Engines (Redshift, Arnold) Nuke. Microsoft & Google Suite

## ACTIVITIES

- Board Member - Eriton Pool, Cherry Hill, NJ
- Founder/Coach "TRIIT" - Triathlon Team
- President Philadelphia Nuke User Group
- Assistant Den Leader & Merit Badge Counselor - Troop 65, Haddonfield, NJ
- Guest Lecturer - Maxon for The National Association of Broadcasters
- Independent Musician  
<https://music.apple.com/us/artist/craig-whitaker/280315639>
- Snowboarding, fitness, and triathlon

## ABOUT ME

Energetic and dedicated educator with 15+ years of experience and proven classroom results. Proud Rowan graduate, adept at working with students to prepare them for personal and professional success. Comfortable in various learning environments including but not limited to: whole class instruction, small group learning, 1:1, as well as online.

## TEACHING EXPERIENCE

### DREXEL UNIVERSITY

2012-CURRENT

#### ADJUNCT PROFESSOR

- Teaching style built on real-world scenarios and expectations, with a strong focus on critical thinking, professional conduct and self-motivation
- Classes including but not limited to: Professional Practices, Animation I & II, Digital Compositing I & II, Digital Imaging (Maya, Nuke, After Effects, Premiere, Redshift, Arnold, Substance)
- Provided internships and gig opportunities for students and helped with job placement at places such as NFL Films & (formerly) Assembly
- Write letters of recommendation for students pursuing co-op, applying for jobs, and other professional and personal goals

### RUTGERS UNIVERSITY

2017-2018

#### ADJUNCT PROFESSOR

- Classes: Post Production & 2D/3D related topics such as: broadcast design, 3D modeling, animation, texturing, lighting, rendering, compositing. (Cinema 4D, After Effects)

### LINKEDIN LEARNING / LYNDIA DOT COM

2014-2017

#### AUTHOR

- Developed, wrote, authored classes such as: Compositing with Nuke, Cinema 4D Essential Training, Cinema 4D & After Effects: Logo Animation & Compositing

### WILMINGTON UNIVERSITY

2012-2014

#### ADJUNCT PROFESSOR & CURRICULUM DEVELOPMENT

- Classes: Post Production, 2D & 3D Design & Motion Graphics (C4D, After Effects)
- Developed a new 3D Program for the department in addition to creating syllabus' and course descriptions

### ART INSTITUTE OF PHILADELPHIA

2010-2012

#### ADJUNCT PROFESSOR

- Classes: Post Production, 3D Design & Motion Graphics

### APPLE RETAIL

2007-2010

#### CREATIVE

- Led 1:1 learning for customers on Apple Pro software titles such as: Shake, Color, Motion, Final Cut, Logic, and Aperture
- Created and led courses for area professionals including Fox 29 News and NFL Films



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## PROFESSIONAL EXPERIENCE

### PATIENTPOINT

2023 - CURRENT

#### CREATIVE DIRECTOR OF VIDEO & MOTION

- Complete ownership (design, produce, write, pitch, direct, edit, etc.) of internal and external facing video projects.
- Manage annual production budgets for the video department.
- Partner with teammates across disciplines to identify client needs.
- Mentor a team of artists, both internal and external as well as create training resources for the team.
- Hire full-time and freelance staff members.

### LOCH HARBOUR GROUP

2017 - 2021

#### CREATIVE DIRECTOR

- Doubled the annual video output from 2017 - current, delivering over 30 videos in 2020.
- Develop and produce successful video and web campaigns for national initiatives, brands, and products.
- Lead a team of over 15 video editors, writers, graphic designers, social media directors.
- Oversaw the production of video content for the S&T exhibit at The National Atomic Testing Museum.
- Created the "COVID Guide to Creative." A paradigm shifting set of processes and procedures that established how the team produced content during 2020. A major overhaul in terms of how Creative is conceived and produced.
- Establish branding and style guides for major national programs.
- Responsible for "every seat on the bus." Performing as a script writer, director, video editor, voiceover artist, motion graphics / 3D artist, producer, and manager.
- Developed the DHS S&T Broadcast Package. A collection of assets to be used on all videos produced by S&T, helping to further reinforce the brand.

### NFL FILMS

2016

#### VFX & MOTION GRAPHICS ARTIST

- Created Visual Effects and Motion Graphics for a wide variety of NFL content including a pre-game Super Bowl commercial.

### STORIA

2014 - CURRENT

#### CREATIVE DIRECTOR / PARTNER

- Founder and Partner in Storia. Full-service creation company with services ranging from script writing and animation through video production and music composition.
- Clients including but not limited to: Philadelphia 76ers, Hendricks Gin, Philadelphia Flyers, Hard Rock Hotel, Glaxo Smith Kline, Penn Medicine, Media Math, Loxo Oncology

### ASSEMBLY

2011-2014

#### DIGITAL DESIGN DIRECTOR

- Launched a Visual Effects and Post Production department with a focus on client-facing creative direction.
- Created and implemented processes and practices for Creative through delivery.