

# NATHAN CROMER

Digital and Graphic Designer

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## CONTACT

743 Wolf Ave., Rochester, PA 15074  
(814) 979-4433  
nathan.cromer.design@gmail.com  
www.nathancromerdesign.com

## OVERVIEW

As a professional in graphic design, web design, and brand management, I contribute the most I can as an individual and as part of a team, to the organization. I continually seek to expand my current knowledge of graphic and web/app design and pursue more innovative and unique approaches through illustration, 3D modeling, and video editing tools.

## WORK EXPERIENCE

### American Institute of Physics

August 2015- Present

Graphic and Web Designer

Main responsibilities include management of department products to meet corporate branding standards and creation of digital and print products for the American Institute of Physics. Some large projects have included new content and marketing materials for Physics Today magazine, a company wide branding refresh, development foundation collateral, and various student service websites.

- Brand management: Creation and reorganization of department procedures for products to reflect corporate and project guidelines
- Graphic design: Illustration and photography with typography for a variety of online and print media
- Web design and development: Creation and revitalization of new and existing departmental web products and resources through analytical review, wireframing, mockups, and user feedback to meet corporate standards and user needs. Projects have been both through Drupal and HTML files.
- Print management: Worked directly with vendors to provide any information and/or print ready files

### KSU Residential Technology's Web Presence

February 2013- May 2015

Senior Multimedia Designer

Main responsibilities were to organize order of project importance, maintain project schedule, train new designers, and supervise and contribute to the design team. Major projects included wireframing and design of KSU Mobile App and creation of online tools to aid students and staff.

- Website management: creating and updating website via CMS, including CommonSpot and Drupal
- Digital graphics: creation of icons, promotional images, and infographics for online and print media
- Wireframing and mock-ups: research and testing for efficiency, ease of use, and pleasant appearance
- UI/UX design: research and design of a variety applications used across several devices and OS's
- Web design and coding: creating websites and testing code through HTML, css, JavaScript/jquery
- Video and photography: taken for marketing reasons, instructional use, or publication

## Freelance and Volunteer Work

Graphic Designer

Projects have varied and included brand creation, web design and development, visual identity, signage/guidance, and design for a variety of different products and promotional material for individuals, small businesses, or non-profit organizations. I also work with clients to find and set up a relationship with printers for their materials, as well as make accommodations so they can manage and update their own websites if necessary.

## SKILLS

### Design:

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator

### Office Suite Software:

Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel  
Apache Open Office

### Coding:

HTML/HTML5  
CSS/CSS3  
JavaScript/jQuery (basic)

### Web and App:

Adobe Dreamweaver  
Notepad ++  
Balsamiq  
UX/Pin  
Drupal  
Wordpress

### Audio/Video:

Adobe Premiere Pro  
Adobe After Effects  
Adobe Audition  
Audacity  
Ableton Live

### Misc:

Photography  
Photo Illustration/Editing  
Microsoft OS  
Mac OS  
Blender  
Google Sketchup

## EDUCATION

### Kent State University

Graduated: May 2015  
BA: Visual Communication Design

Student of Visual Communication Design, studying graphic design, typography, illustration, and web design/development.

### Shippensburg University

2009-2010

Studied chemistry, electronics, robotics, and fine arts, with an interest in engineering and programming.

## ADDITIONAL INFO

I am very active in learning new things on my own time. Major interests include photo restoration, front end development, programming, 3D modeling, and photoshop or illustration techniques. I try to find and integrate new techniques and resources across a variety of programs and tools to create something unique and efficient. I very much enjoy finding solutions to new problems that we don't readily have answers for, and seeing positive feedback.

## REFERENCES

References can be furnished upon request.