

# Craig Weber

[craig@visualgestalt.com](mailto:craig@visualgestalt.com)[www.linkedin.com/in/heyweber](http://www.linkedin.com/in/heyweber)

Strategic design professional with over twenty years of experience crafting ideas into experiences. Combines deep industry knowledge with experience in search, travel, e-commerce, chat and mobile communications. Excels at creating high-impact visual designs, building and maintaining consistent brand design systems and helping drive product development along side engineering. Experience managing design staff.

## SKILLS & EXPERTISE

Art Direction, UX/UI Design, Interactive Design, Identity, Print Design, Illustration, and copy in a pinch. Sketch, Adobe Photoshop, Illustrator, Indesign and various prototyping tools.

## EXPERIENCE

DIRECTOR OF PRODUCT DESIGN

### Zenfolio (2019 - Present), Menlo Park, CA

Development of the PhotoBooker marketplace and next generation of the photo management, web builder and ecommerce experience.

CREATIVE DIRECTOR PRODUCT DESIGN

### Mitel (2016 - 2019), Sunnyvale, CA

Driving the design for Mitels suite of unified communications cloud based products. Voice, group chat and video conferencing.

SENIOR MANAGER USER EXPERIENCE & DESIGN

### Yahoo! (2013 - 2016), Sunnyvale, CA

Managing a small team of designers on innovative mobile search applications.

SENIOR INTERACTIVE ART DIRECTOR

### RingCentral (2012 - 2013), San Mateo, CA

Responsible for building new features and developing next-gen product designs.

SENIOR VISUAL DESIGNER

### Yahoo! (2008 - 2012), Sunnyvale, CA

Shopping, Travel, Autos, Real Estate and Deals.

DESIGN DIRECTOR

### Real Branding (2003 - 2008), San Francisco, CA

Lipton, Red Lobster, Olive Garden, Corona, Disney/ABC, HBO and Ubisoft.

SENIOR ART DIRECTOR

### Halleck (2000 - 2003), Palo Alto, CA

Sun Microsystems, Aglient, HP, McKesson Pharmaceuticals and BV Wines.

SENIOR ART DIRECTOR

### Splash Technology (1997 - 2000), Sunnyvale, CA

Print collateral, brand marketing, display design and events.

SENIOR ART DIRECTOR

### Palmer Jarvis DDB (1997), Edmonton AB

Edmonton Eskimos, Telus, McDonalds, General Motors and BC Tourism.

Complete history on LinkedIn

<http://www.linkedin.com/in/heyweber/>

## AWARDS

### 2007 Addy

Silver Award: Red Lobster ABC.com Fresh Fish Promo

### 2007 WebAward

Food Industry Standard of Excellence: Bahama Breeze website

### 2007 WebAward

Outstanding Website - Food Industry: Olive Garden website

### 2006 Create Magazine Awards

Gold Award, Website Design: Bahama Breeze website

### 2006 IMA Awards

Best in Class eZine/Newsletter: Bahama Breeze Island Insider

## EDUCATION

Grant MacEwan College (1987 - 1989)

### Environmental Graphic Design

Edmonton, AB

## WORK

<http://visualgestalt.com>

[https://dribbble.com/hey\\_weber](https://dribbble.com/hey_weber)