COURTNEY KRAIG

SENIOR VISUAL DESIGNER | MULTIMEDIA | LEARNING EXPERIENCE DESIGNER

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PROFESSIONAL SUMMARY

Senior multidisciplinary designer with experience spanning visual design, multimedia production, motion and video, brand systems, interactive media, and learning experience design. Combines strong graphic-design craft with advanced Adobe Creative Cloud and Articulate expertise to transform complex information into polished, audience-focused visual and learning experiences. Experienced leading creative teams, collaborating across product and content disciplines, building scalable design systems, improving production workflows, and delivering accessible content across print, web, social, video, mobile, LMS, and interactive platforms.

VISUAL, MULTIMEDIA & LEARNING EXPERTISE

Graphic & Visual Design • Brand Identity & Design Systems • Art Direction & Creative Direction • Multimedia Design & Production • Motion Graphics & Animation • Video Editing & Production • Learning Experience Design (LXD) • eLearning & Interactive Learning • Articulate Storyline & Rise • UI/UX & Interactive Prototyping • Presentation & Publication Design • Accessibility & Inclusive Design • Template & Asset Library Development • Creative Workflow Optimization

PROFESSIONAL EXPERIENCE

Jeppesen ForeFlight - Englewood, CO
Senior Multimedia Educational Content Designer | 2023-Present

- Design and produce visual, multimedia, and learning experiences for aviation audiences across digital, mobile, video, interactive, and publication formats.
- Translate complex technical subject matter into clear visual narratives, interactive learning, motion graphics, video, illustrations, layouts, and digital manuals.
- Established a unified visual guideline and reusable template system that improved production efficiency by up to 75% while strengthening consistency across products.
- Partner with instructional designers, subject matter experts, developers, product teams, and stakeholders to define creative approaches and deliver audience-focused solutions.
- Integrate AI-assisted and automated workflows into audio, video, image, and content production while maintaining quality, accessibility, and brand standards.
- Serve as a senior creative and technical resource, mentoring teammates on design systems, Adobe workflows, multimedia production, accessibility, and efficient development.

Drizzle Digital - Denver, CO
Social Media Marketing Designer | 2024-Present

- Design branded social campaigns, digital graphics, short-form motion assets, and marketing visuals for technology and lifestyle clients.
- Translate brand strategy into consistent visual content across channels, contributing to a 25% increase in website traffic.
- Advise clients and content teams on visual consistency, asset organization, and efficient creative production workflows.

Monigle Associates - Denver, CO
Instructional Media Designer / Production Specialist | 2021-2023

- Produced motion graphics, multimedia assets, training simulations, interactive prototypes, presentations, and digital experiences.
- Built Photoshop actions, reusable templates, and batch-production systems that reduced repetitive production work by 50%.
- Created scalable design libraries and production documentation while collaborating with designers, strategists, and accessibility specialists.

Perkins Coie LLP - Denver, CO
Marketing Designer | 2018-2021

- Designed brand-aligned marketing collateral, presentations, publications, digital assets, and print materials for a national professional-services organization.
- Partnered with UI/UX strategists and developers on client-facing web initiatives, contributing visual design expertise and refining interactive components.
- Provided creative guidance during project kickoffs, helping teams clarify requirements, audiences, and production approach.

Naropa University - Boulder, CO
Senior Graphic Designer | 2015-2018

- Led design and production of institution-wide enrollment, academic, fundraising, and student-engagement communications across print and digital channels.
- Created publications, campaign assets, web graphics, and branded materials while collaborating with web and media teams on digital content rollouts.
- Mentored junior designers and provided technical guidance in Adobe Creative Suite, production workflows, and accessible digital content.

F+W Media - Golden, CO
Lead Art Director & Design Manager | 2012-2015

- Managed and art directed a 12-person creative team, overseeing project prioritization, hiring, resource allocation, visual quality, and deadline delivery.

- Directed visual strategy and production for publications, digital marketing collateral, presentations, training materials, and branded content.
- Developed company-wide design systems, templates, and production standards that improved efficiency, reduced errors, and strengthened consistency.

EDUCATION

Bachelor of Science, Graphic Design (summa cum laude) - Rasmussen University | Animation, Web & Interactive Specialization
Associate of Arts, Visual Communication - Collins College | Graphic Design Specialization

TOOLS & TECHNOLOGY

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, XD | Learning & Interactive: Articulate 360 Storyline & Rise, Adobe Captivate, LMS/SCORM | Design & Prototyping: Figma, Canva, wireframing, interactive prototypes | Web & Digital: HTML/CSS, WordPress, ePUB development | Additional: motion graphics, video/audio production, accessibility testing, SharePoint, Slack, Asana

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Adobe Certified Expert Training • The Design + Accessibility Summit (Creative Pro, 2022) • STARS Executive Leadership Program (F+W Media) • Boulder Digital Arts Web Design Certificate