

Craig Huff

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www.craighuff.ca

Vancouver BC

Education

2015, Interaction Design Essentials, Emily Carr University of Art and Design

2002, New Media Program, Vancouver Film School *Final Film purchased by CBC*

1999, Classical Animation Program, Vancouver Film School *Final Film optioned for development by producers of The Simpsons*

Bell Canada *Design Manager*

2009 - 2014

Helped develop, test, iterate, and deploy the award winning industry leading digital signage network at the Vancouver Convention Centre. Responsible for the informational hierarchy, logic, and interface design of event/building information, as well as motion design of content promoting events and sponsors.

Clients included TED, SIGGRAPH, and InfoComm.

Digital Signage Expo *Advisory Board Member*

2011 - 2014

Starting as a Lightning Round panelist in 2011, and accepting a seat on the Advisory Board from 2012 - 2014, I worked closely with other board members to determine the focus of and speaker selection for sessions, as well as continuing to present talks and workshops, contribute monthly articles, and serve as a judge for the annual Creative Content Awards.

Lightvision Media *Design Manager*

2005 - 2007

Worked directly with high level clients to create motion design content from their graphic assets that aligned with their branding guidelines.

Clients included Pepsi, Volvo, and Absolut.

I'm a little obsessed with understanding and clarity. I appreciate design that is user centered, elegantly functional, and aesthetically beautiful, and I want to help put more of it out into the world. This is why I decided to transition from a successful career trajectory and into User Experience Design, because it's where I feel I need to be. So far so great.

Industry Extracurricular

I volunteer for the Graphic Designers of Canada as their Social Media Curator, as well as attend and participate in local MeetUp events, Creative Mornings, and other User Experience, Design, and Technology focused gatherings.