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design   media   art   robotics

1uffakind.com

CRAIG M GOLDSMITH

PROFESSIONAL HISTORY

sole proprietor

april 1997 – PRESENT | 1uffakind Design | albuquerque, new mexico

Founded and operate a small, ethical, independent design firm based in New Mexico, but serving creative professionals, small businesses, non-profits and government agencies worldwide. Offering comprehensive planning, design, development, production and programming to small-business and non-profit clients. Emphasis on design and identity through all avenues of expression — embedded, interactive, print, large-format, audio & visual, packaging, etc.

Recent work includes custom electronics and embedded applications (i.e. firmware) for designed, kinetic objects, Android applications, and map-based interactives. We produce everything from custom-programmed website applications to specialized, one-off designs.

A paperless environment and electronic techniques reduce the use of consumables to almost zero, leading to a more efficient and environmentally benign workplace.

creative manager

feb 1993 – mar 1997 | Subia | albuquerque, new mexico

Lead designer and supervisor of creative department for high-end graphics service provider working in all media. Department team was responsible for all the companyÅfs design, production, color (scanning) and prepress work. Made gourmet coffee for my entire team. Did not take out trash.

freelance design / consulting

nov 1991 – feb 1993 | albuquerque, new mexico

Designed and produced a wide variety of projects including toy packages, color brochures, reports, display advertising, identity packages, CD and cassette covers. Trained Macintosh operators to professionally use a variety of software and hardware, perform system maintenance.

graphic artist

jan 1992 – sep 1992 | Starlight Publishing | albuquerque, new mexico

art director

aug 1990 – oct 1991 | The Albuquerque Voice | albuquerque, new mexico

SKILLS

Platforms: Mac, PC, Android, Mobile Web

Programming: PHP, XML, CSS, HTML5, JavaScript, mySQL, Android, Java authoring and coding; C, BASIC, assembly firmware application design and coding; GoogleMaps and GoogleEarth coding and tiling.

Design: Flash authoring; digital audio editing and delivery; vector and pixel editing, e.g. PhotoShop, Illustrator, Quark XPress; multimedia, e.g. PowerPoint, AfterEffects; DVD authoring; photography, .e.g. digital photos and QTVR authoring.

Electronics: Electronic circuit design and construction; embedded applications; micro-controller project design and construction; firmware in C, BASIC and assembly; contrsuction and platform design; robotics and fabrication.

Online: Expert manager of Unix-based internet hosting accounts and familiar with many common utilities for managing social media, content management systems, mySQL data, etc.; GoogleMaps and Google APIs.

This list grows and changes constantly and should be not be considered complete nor exhaustive.

EDUCATION

Bachelor of Arts in Philosophy, December, 1989,

State University of New York at Stony Brook.

Editor, The Stony Brook Press, a weekly student publication, 1988.

MISCELLANY

Disc jockey and studio producer at KUNM-FM, as a public radio volunteer and founder of The Coffee Express. Custom furniture design and construction. Juggler (clubs and bags).

REFERENCES

Available upon request.

SELECTED RECENT PROJECTS

Client: Scultpure House Casting

Site: SculptShop.com

Our role: branding; site design and programming; training; search engine optimization.

Large online inventory, customer profiles and order/inventory status are handled using the website itself as both a customer and staff portal. Inventory automatically ties into UPS for shipping rate, and handles customer addresses, print-ready receipts for shipped packages, inventory management, image management, etc.

Client: New Mexico Humanities Council

Sites: NMHUM.org (2000-present)
atlas.nmhum.org (2009-present)

Our role: Organizational evaluation, consulting and planning; site design, redesign and programming; custom funding applications with error checking; custom services for registered users; promotion and marketing; staff training and documentation; print materials for special events, catalogs, etc. The online atlas features a custom administration module for managing the custom GoogleMaps, historical content, images, uploaded map features and automatic tile generation from massive "master" map scans.

Client: Tansy Briggs, DOM

Site: TansyBriggs.com

Our role: Identity design; branding; site design and programming; training; search engine optimization.

This virtual "doctor's office" offers merchandise (transactions through Authorize.net), information and patient evaluations. Site features multi-level registered user services, which offer visitors the option to complete self-scoring health evaluations. The administrative moderator gets notified of completed evaluations and can review the results, then communicate with the client with recommendations for treatment.

Client: Public Lands Interpretive Association

Sites: Publiclands.org (1999-present)
m.publiclands.org (launched April 2011)
plicmapcenter.org (2000-present)
americanfrontiers.net
galisteoarchaeology.org

Our role: Redesigned the back end and front end; modified and customized the back end; developed all original content; managed online promotions and integrated social media; managed multiple domains and hosting transitions through four Internet service providers; built the shopping cart and order management system; designed and built the mobile site; developed and won several grants to support site development and promotion.

Clent: Betty's Bath and Day Spa

Site: BettysBath.com

Our role: Design and development of the original site and each successive iteration (since 2000); integration of third party services; custom programming; print advertising campaign; consulting on search engine optimization; staff training for site administration; domain, email, and hosting support. Print materials include promotional items, notices and signs, mailers and clothing

Client: KUNM-FM

Sites: KUNM.org (2000-2010)
KUNM.net (2009-present)

Our role: Initial site development, design and programming; organizational evaluation; site redesign; custom programming and services; ongoing maintenance; documentation; consulting on social media and community-building best practices; domain, hosting and Google apps email support and listserve management; documentation and onsite training for staff and volunteers. Additionally, we are currently working on HTML5 and mobile-platform support for KUNM's online audio archive.