

**MARK CRAIG ITSKOWITCH**  
812 Vernon Avenue, #103, Venice, CA 90291  
310.450.0122 | www.headTrix.com

## **E D U C A T I O N / P R O F E S S I O N A L D E V E L O P M E N T**

**Adobe Certified Expert Photoshop, April 2007**

**Adobe Certified Instructor Photoshop, April 2007**

**Adobe Certified Professional Dreamweaver Developer, October 2006**

**Adobe Certified Dreamweaver Instructor, October 2006**

**Adobe Certified Contribute Instructor, September 2006**

**Adobe Certified Professional Flash Designer, February 2006**

**Adobe Certified Flash Instructor, September 2006**

Adobe Solutions Network

**CompTIA Certified Technical Trainer (CTT+™) Certification, August 2006**

Pearson VUE Testing Center, Los Angeles, CA

**Regional Industry Advisory Council for New Media, 2001, 2002, 2003**

San Diego Community Colleges Association

**Advanced Instructor Training Certificate, September 2000**

Learning Tree International, Reston, VA

**Member of the National Association of Photoshop Professionals (NAPP), 2000-Present**

**Member of the Board of Directors, 1999, 2000, President, 2001**

Macintosh Multimedia User's Group, San Diego, CA

**Web Publishing Certificate, June 1999**

University of California at San Diego, La Jolla, CA

**Best of Show - Multimedia Festival 1998**

**Best Interface Design - Multimedia Festival 1997**

Macintosh Multimedia User's Group, San Diego, CA

**Multimedia Technology Certificate, May 1996**

Foundation College, San Diego, CA

**M.A. Media Studies, December 1994**

New School University, New York, NY

**Computer Graphics and Desktop Publishing Certificate, December 1993**

The New School Computer Instruction Center, New York, NY

**B.A. Communication, May 1990**

State University of New York at Buffalo

**Advertising/Public Relations Certificate, May 1989**

Millard Filmore College, Buffalo, NY

**Graduate of LaGuardia High School of the Arts, Art Major, June 1986,**

New York City

## **E X P E R I E N C E**

### **CREATIVE DIRECTOR**

8/00-Present, headTrix - An Interactive Multimedia Agency, Los Angeles, CA

Design, develop and create new media and multimedia projects, integral part of new business, proposals, outside vendors, manage projects and mentor designers from start thru completion, lead brainstorming, interact with clients; Integral part of the creative process from design to completion.

### **INSTRUCTOR**

10/98-Present, Adobe Authorized Training Centers, University of California (UCSD), The San Diego New Media Center, The Art Institute, Platt College, Learning Tree International

Corporate Training: Fox Studios, Warner Brothers, Universal Music, Sony, Rand, Inc., Variety, Inc.

**(see full list)**

Trained beginning to advanced students in college, university, technical training centers, seminars, presentations, and corporate training Flash Rich Media Design, Flash ActionScript, Macromedia Dreamweaver, HTML, Adobe Photoshop, Photoshop Artistic Effects, Photoshop Tips and Tricks, Adobe Illustrator, Digital Publishing, Web Design, Digital Design, Interface Design, Fundamentals of Authoring, web optimization, ImageReady, animation, multimedia seminars, and corporate training.

### **INTERACTIVE DESIGNER**

2/05 - 7/05, The NBC Agency, Burbank, CA

Designed micro sites for NBC and Bravo TV shows, created animated flash banner advertisements, animated GIF advertisements, splash screen animations, designed desktop wallpaper.

### **SENIOR DESIGNER**

3/00-8/00, Sony Online, Lead team in developing Internet Strategies: designed and implemented creative for Sony Style, Sony Music, and Sony Online, and Intranet for Sony Internet Solutions; created Multimedia and Interactive marketing presentations for Sony DVD; met with clients, mentored designers, developed and directed from concept thru completion.

### **FREELANCE CREATIVE DIRECTOR**

6/99-2/00, High Technology Solutions, Digital Asylum, San Diego, CA

Created, designed, directed and produced graphics and animations for CD-ROM's , Web and educational and informational kiosks. Integral part of the creative process from design to completion.

### **ART DIRECTOR**

7/97-5/99, Multimedia Development Lab/Marconi North America, Inc., Rancho Bernardo, CA

Created computer animations and graphics for a Computer Based Training program for the Navy; produced, created and designed multimedia marketing presentations; developed and programmed prototypes for software applications; developed web sites; developed Web Based Training for in-house Engineers; designed logos; created illustrations; edited videos; direct photo shoots; Director/HTML authoring.

### **MULTIMEDIA SPECIALIST**

1/97-7/97, Jostens Learning Corporation, Sorrento Valley, CA

Performed a variety of tasks in the development of Secondary Science CD-ROM's: created and designed graphical elements; activity and unit assembly programming; porting to windows platform; documented procedures; quality assurance; proofreading and editing.

### **LEAD GRAPHIC DESIGNER**

1/96-1/97, McGraw-Hill New Media, Carlsbad, CA

Designed, created, and produced graphical elements for educational CD-ROM's; created and developed user interface elements; worked closely with assistant designers, instructional designers, author developers, and producers.

### **MEDIA SPECIALIST/GRAPHIC ARTIST**

3/95-1/96, McGraw-Hill New Media, Carlsbad, CA

Created layout and design for foreign language CD-ROM's; created and developed various templates; manipulated images; quality assurance; archiving; documented production; edited QuickTime movies.

### **PRODUCTION INTERN**

Spring 1994, Berlin Wright Cameron Advertising, New York, NY

Assisted creative directors with copy editing, creating storyboards, exercising computer graphics applications; assisted account executives and production managers.

### **GRAPHIC ILLUSTRATOR**

1989-1990, The Spectrum Newspaper, Buffalo, NY

Created illustrations for the second largest distributed newspaper in Buffalo.