

# John R. Hopkins

Curiosity Advocate



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Blog:

johnrhopkins.com

Portfolio:

johnrhopkins.com/john

## Technical Skills:

After Effects

Dreamweaver

Final Cut Pro

Photoshop

Premiere

XHTML

CSS

508 Compliance

3dsmax

## Other work:

Social Media Club

Christopher Roberts Fund

Concepts Direct

Levy Racing

The Frog & the Redneck

Estep Construction

Lanier Foundation

## Objective //

My goal is an amazing job where I provide value and learn something new everyday about your team, your company, your goals. My talent, skills and creativity will take your business to a broader audience using the latest electronic and traditional media.

## Who I am //

I'm known to those around me as a problem solver--I know how to translate business goals into action plans which deliver positive results.

## Experience //

### Senior New Media Designer, CRT/tanaka, 2007 - 2009

Social Media Strategy for clients and agency. Support web and video-based initiatives for each practice area and the company as a whole. This includes **video production, web design and development, Search Engine & Social Media Optimization** and **html email campaigns**.

### Virginia Department of Transportation, 2007, Web Designer

Updated the VDOT website to meet state-mandated **accessibility standards** across all major browsers. Implemented **508 compliant** photo gallery system. Also designed and developed a state-wide alert display for use in all rest area locations in Virginia.

### Program Chair of Drafting and Design, 2003 - 2007, ITT Tech

Oversaw instruction of 10 - 15 educators. Managed curriculum and course planning for about 150 students. Taught courses in animation, **web development**, 3D modeling and animation, **user interface design, video production** and design theory. Increased student attendance from 72 to 93%. Was honored as regional teacher of the year in 2006.

### Art Director, 2001 - 2002, The Arizona Republic

Created B2B marketing print and web-based materials. These included designing a modular sales sheet system that not only was substantially more useful to the sales staff, it reduced printing costs by over 50%.

### Senior Designer, 1997 - 2001, Experient Technologies

Created corporate identity systems for the company and many of its clients. **Designed, built and managed several corporate websites**. Designed **graphical user interfaces** for several software products

## Education //

1996 - Bachelor of Fine Arts, Communication Arts + Design.

Virginia Commonwealth University | Graphic Design and Photography