

Kris Raser

designer, producer, storyteller

Multi-media designer, manager, art director, educator, musician, and producer with expert skills in graphic design (digital & print mediums), front-end web design (HTML/CSS and content management systems), & video production (from conception to final edit).

krisraser@gmail.com
410.920.6732



● Education

Bachelor of Arts in Art

Millersville University (May 1997)

Master of Arts in Digital Arts

Goucher College (May 2014)

● Employment

Multimedia Project Manager

University of Delaware, 2021-Present

- Oversee communication, event and multimedia projects, partitioning project deliverables into specific tasks with deadlines
- Actively shepherding multiple parallel projects through the workflow to ensure timely completion

Digital Content Specialist

University of Delaware, 2017-2021

- Developing engaging, accessible digital content with the aim of supporting student success and learning (tutorials, interactive tools, infographics, posters, and web pages)

Adjunct Professor

Southern New Hampshire University, 2018-Present

- Teaching digital art and graphic design fundamentals using Photoshop & Illustrator (Intro to Digital Imaging)

Adjunct Assistant Professor

University of Maryland Global Campus, 2014-Present

- Teach graphic design/vector art fundamentals (Illustration Graphics) in the Undergraduate program
- Lead course development for Illustration Graphics

Creative Director/Media Manager

NorthBay - North East, MD, 2005-2017

- Manage NorthBay's Creative/production team (4)
- Graphic/web design for publications, presentations, web
- Producer of live show (and complimentary elements)
- Video production, writing and editing for various blogs, & websites
- Member of NorthBay's Leadership Team
- Manage spending and stewardship of \$300,000 budget

● Skill

Print & Digital Design

Illustrator, Photoshop, InDesign, XD

Web & Content Management

Dreamweaver, WordPress, HTML5, CSS3, D2L/Brightspace, Blackboard, Canvas, LibGuides, Analytics Tools (Google Analytics, Facebook Insights, etc.)

Video & Media Production

Final Cut Pro X, Adobe Premiere, Adobe After Effects, DVD Studio, Toast, SnagIt, Camtasia

Social Media & Brand Cultivation

Facebook, X, Youtube, Vimeo, Instagram, Pinterest, Hootsuite, Buffer

Analytics & Digital Strategy

Google Analytics, Facebook Insights, Iconosquare

Project Management

Asana, Trello

Publishing & Collaboration

Mailchimp, Google Apps Suite, Microsoft Office Suite (Outlook/Teams), Apple Application Suite, Adobe Creative Cloud, Canva, Qualtrics, Issuu

Audio Production

Ableton Live, Logic Pro X, GarageBand

● References

José-Luis Riera (Vice President for Student Life - University of Delaware) | jriera@udel.edu | 302.831.8939

Keith Williams (Vice President for Engagement and Education - Lancaster Conservancy) | kwilliams@lancasterconservancy.org | 410.972.8752

David Johnson (Academic Director, Digital Media and Web Technology – UMGC) | david.johnson@umgc.edu | 240.684.2958

Online portfolio: krisraser.media