

Mae Craford

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I am a budding designer and creative problem solver that enables clients' design dreams to become tangible. My experience ranges from retail and packaged goods to freelance projects and small business ownership. My technical skills include Adobe Creative Suite, print processes, digital asset management, and video editing.

Education

Parsons School of Design

2017-2021

BFA Communication Design

- Graduated Summa Cum Laude
- Recipient of Deans Scholarship 2017-2021

Skills

- Adobe Creative Suite
- HTML/CSS
- Video Editing
- Print Processes
- Ad Development
- UI/UX Design
- Campaign Development
- Cross-Functional Leadership
- Customer Engagement
- Typography
- Prototyping
- Color Theory

Experience

Sign Artist & Crew Member

03.2022 - current

Trader Joe's

Mountain View, CA

- Design & create 20-30 unique in-store signs per month to sell products to diverse clientele, comprehensively implementing Trader Joe's brand standards
- Collaborate with teammates and manager to ensure efficient & smooth daily store operations in alignment with Trader Joe's mission & values
- Engage directly with customers to answer questions and address issues as needed

Graphic Designer

09.2021 - current

Freelance

- Design & deliver digital content (HTML, CSS) for clients spanning industries (retail, entertainment, biotechnology)
- Spearhead complete rebranding for clients (logo design typography, website design, packaging), paying attention to current trends
- Develop comprehensive style guides, UI toolkits, and assets for clients to leverage during brand implementation

Art Director

05.2018 - 09.2021

Montecito Sequoia Lodge

Kings Canyon National Park, CA

- Taught 40 hrs/wk art classes to camp clients ages 1-100 yrs old (Typography, Color Theory, Fine Arts)
- Developed weekly teaching plans & schedules based on a range of art mediums, client requests, available materials
- Enhanced client experiences through 1:1 instruction & in-the-moment problem solving

Art Teacher

09.2020 - 12.2020

Gnarly Studio

Los Altos, CA

- Taught 2hr weekly lessons to 4 clients (Acrylic, collage, Linocut, watercolor) over 3 months
- Developed detailed lesson plans in advance to maximize session time and build on students skillset
- Managed and maintained the private studio space's materials and amenities

Co-Founder

08.2016 - 12.2018

Cultured Stickers

San Francisco, CA

- Founded & managed Cultured Stickers, an Etsy Top Seller sticker company
- Designed, produced, managed the inventory of stickers for an international clientele
- Engaged with private clients to create custom orders upon request