

# Mae Craford

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I am a creative spirit enabling clients deepest dreams to turn tangible. My experiences with diverse clients, branding systems, UI/UX design, prototyping, and coding websites have prepared me for any situation.

## Education

### Parsons School of Design

2017-2021

BFA Communication Design

- Graduated Summa Cum Laude- 3.7+ GPA
- Recieipient of Deans Scholarship 2017-2021

## Skills

- HTML/CSS
- Customer Service
- UI/UX Design
- Color Theory
- Adobe Creative Suite
- Leadership Experience
- Typography
- Prototyping
- Printmaking
- Sales
- Teamwork
- Video Editing

## Experience

### Sign Artist & Crew Member

03.2022 - current

*Trader Joe's*

*Mountain View , CA*

- Experience designing and creating signs of varying sizes for optimal communication to a range of customers.
- Teamwork and sales based environment.

### Graphic Designer

09.2021 - current

*Freelance*

- Design & deliver digital content using HTML and CSS
- Spearhead complete rebranding for clients including logo design typography, website design, and packaging.
- Developed comprehensive style guides and UI toolkits
- Clients in fields from entertainment to biotechnology

### Art Director

05.2018 - 09.2021

*Montecito Sequoia Lodge*

*Kings Canyon National Park, CA*

- Taught art classes on Typography, Color Theory, and Fine Arts to camp clients ages 1-100 yrs old.
- Created weekly schedules based on a diverse range of art mediums, client requests, and available materials
- Enhanced client experiences through one on one instruction and addressing concerns.

### Art Teacher

09.2020 - 12.2020

*Gnarly Studio*

*Los Altos, CA*

- Provided 2 hr weekly lessons to 4 clients with detailed lesson plans to increase students current knowledge and artistic skills
- Managed & supplied a private studio

### Co-Founder

08.2016 - 12.2018

*Cultured Stickers*

*San Francisco, CA*

- Small sticker company, Top Seller on Etsy
- Designed, produced, and shipped stickers for an international clientele
- Created custom orders upon request