Mae Craford

maecraford@gmail.com
maecraford.github.io
650.842.0692

I am a creative spirit enabling clients deepest dreams to turn tangible.
My experiences with developing effective branding, UI/UX design, prototyping,
coding websites, and diverse clients will assure your safety in my capable hands.

Education

Parsons School of Design   2017-2021

BFA Communication Design
- Graduated Summa Cum Laude- 3.7+ GPA
- Reciepient 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