

# 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 art classes, 40 hrs/wk, to camp clients ages 1-100 yrs old (Typography, Color Theory, Fine Arts, Linocut, Batik)
- 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