

PAIGE CRAFT

DESIGNER STRATEGIST ENTREPRENEUR

EDUCATION

BACHELOR OF ARTS - GRAPHIC DESIGN

Bellevue University | Bellevue, Nebraska

ASSOCIATE OF ARTS - COMMUNICATION

Iowa Western | Council Bluffs, Iowa

AREAS OF INTEREST

- Brand and identity strategy
- Color and form psychology
- Social media content strategy and design
- Designing print and digital marketing assets
- Client and collaborator relations
- Web and social analytics management/reporting

INDUSTRIES DESIGNED FOR

- Astrology/Occult
- E-commerce
- Food Service - Vegan
- Gardening/Plant Care
- Health/Wellness
- Information Technology
- Speculative Fiction - Books
- Truck Equipment
- Vegan Beauty

TOOLS I EXCEL WITH

- Adobe CC; Photoshop, Illustrator, InDesign
- ASANA
- Canva
- Google Analytics and Workspace/Suite
- Later - Social Scheduler
- WordPress - DIVI
- Flywheel - WordPress Hosting

LET'S WORK TOGETHER!

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Portfolio: moonstorm.design/work/

LinkedIn: [@paigencraft](https://www.linkedin.com/in/paigencraft)

WORK EXPERIENCE

OWNER, CREATIVE DIRECTOR

Moonstorm Design | August 2017 - Present

- Create brands from concept to customer facing, with communication and thorough research in-between.
- Launch strategy and implementation.
- Brand management and consulting.
- Social media strategy, content creation, and consulting.
- Manage multiple projects and the clients, contractors, and vendors involved in each.
- Create print and digital marketing assets.
- Research and design product labels and packaging; ensuring FDA regulations are met when applicable.
- WordPress hosting and site management.

PRODUCT DESIGN INTERN (Summer Internship)

Oriental Trading Company | May 2017 - August 2017

- Prep and send completed product design files to vendors/manufacturers.
- Update past artwork with new templates.
- Attend sample reviews to ensure quality before production.
- Collaborate with the sourcing and merchandising departments to ensure understanding of design briefs and requests.
- Designing products such as wedding decor, classroom materials, and stress-relief toys.

GRAPHIC DESIGN INTERN

Nature Hills Nursery | Sept 2016 - May 2017

- Created print/digital campaign assets in collaboration with Marketing.
- Designed, implemented, and tested changes to the website to determine any impact on conversion/analytics.
- Created content strategy and digital assets for social media and blog posts.

OTHER EXPERIENCE

- **COMMUNITY MANAGER, CO-FOUNDER;** The Lit Coven Volunteer/Personal Project | Feb. 2015 - Present
- **SOCIAL MEDIA CHAIR;** AIGA NE Board of Directors Volunteer Position | Nov. 2019 - June 2020
- **ASST MANAGER, ASSOCIATE MANAGER, STORE MANAGER** Famous Footwear | Aug. 2009 - Sept. 2016