



Paige Craft

brand & visual designer

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 402-630-4236

RELEVANT EXPERIENCE

- Aug 2017 Present | **Brand & Visual Designer, & Founder** | Omaha, NE
Moonstorm Design, a brand design & strategy studio
 - Craft scalable brand(s) with agility by understanding customers and business drivers; utilizing competitive analysis, interviews, field studies, and user feedback and data.
 - Collaborate with cross-functional, remote teams and stakeholders to develop brand design, voice, message, positioning, visual systems, strategy, while self-motivated
- Feb 2015 July 2021 | **Brand Designer, Digital Media Strategist, Community Manager, Co-Founder** | Remote
The Lit Coven, a digital book club community
 - Design brand identity, messaging, and document processes, workflows, and scripts to ensure a consistent brand experience.
 - Create strategic community engagement and growth campaigns, with a user-experience-first approach, increasing member retention, participation, and acquisition.
 - Align a collaborative team of 6 community moderators and brand ambassadors, to evolve the brand experience with the use of member surveys and feedback, and advocate for 100+ global Discord members.
- Oct 2019 Jun 2020 | **Social Media Chair, Board of Dirs** | Omaha, NE/Remote
AIGA NE Chapter, the professional organization for design
 - Define and execute the voice and tone to level up the brand; ship content with attention to detail; influence local creative community.
 - Direct overall social media management, strategize content and engagement, member and community outreach, and brand campaigns, produce video and digital content, and virtual and in-person event promotion.
- May 2017 Aug 2017 | **Product Design Intern** | Omaha, NE
Oriental Trading Company, a Berkshire Hathaway Co.
 - Support each design team (Adult, Child, Tech) by design, research product, market, and audience, conceptualizing, and communicating with multiple departments and overseas vendors.
 - Worked on nearly 300 projects; created 23 new product designs per merchandising briefs and smooth cross-functional collaboration.
- Sept 2016 May 2017 | **Graphic Designer, Brand Marketing** | Omaha, NE
Nature Hills Nursery, an eCommerce plant nursery
 - Polish and shape social media content strategy for campaigns and blog posts, applying SEO and SMO best practices, from concept to production.
 - Streamline photo gathering, editing, and organizing shedding 9 months off of the project timeline.
 - Design, ship, and test web design and email marketing campaigns, with attention on their impact on conversion utilizing A/B & multivariate testing.
- Feb 2013 Sept 2016 | **Freelance Graphic Designer** | Council Bluffs, IA
Paige Designs Stuff, a moonlight
 - Design marketing and sales collateral, digital art
 - Video production—walkthroughs of product capabilities.

SPEAKING

- creative community talk**
*"Real Sh*t: an Interactive Experiment"*
BarCamp Omaha—Nov 2019 | Omaha, NE
Survey of a live audience of 50+ local creative, entrepreneur, marketing, and tech folk—I ask questions based on a hypothesis, the audience raises their hand to answer and look around at the other hands raised and take in the important visual data being shared, physically, in real-time.
- panel host/emcee**
The Freelance Exchange
AIGA NE EVENT—Aug 2019 | Omaha, NE
Live panel discussion with 5 local creative business owners for an audience of 40+ local and out-of-state community members.
- panelist**
Freelance panel + Q&A
BarCamp Omaha—Aug 2018 | Omaha, NE
Answered the host and audience's questions about my experience owning and shaping a creative design business, how I'm motivated to be a collaborative team player with clear communication, and nerd about product launches.

EDUCATION

- Bachelor of Arts**
Graphic Design
Bellevue University
Bellevue, NE
- Associate of Arts**
Organizational Communications
Iowa Western
Council Bluffs, IA

SKILLS

- Webflow
- WordPress
- Notion
- Asana
- Figma
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Creative Suite
- Google Workspace
- Google Analytics
- Grammarly
- TypeForm
- surveys
- competitive analysis
- stakeholder interviews
- user interviews
- ethnographic
- field studies
- focus groups
- social listening
- business planning
- brand identity
- brand position
- brand message
- brand expression
- brand extension
- brand storytelling
- brand collateral
- brand culture
- brand listening
- rebranding
- co-branding
- logo design
- visual design
- service design
- color psychology
- form psychology
- project management
- social media strategy
- social engagement
- product photography
- concepting & ideating