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RELEVANT EXPERIENCE

Brand & Visual Designer, Founder | 4+ years | Aug 2017–Present
Moonstorm Design; a design & strategy studio

- Craft brands for start-up and small businesses by understanding clients, audience, and business drivers; utilizing appropriate research methods, and user feedback and data; leadership and collaboration with remote cross-functional teams and stakeholders.
- Optimize project management for multiple clients, partners, and vendors, using Asana, templates, documented workflows and processes, and communication.
- Educate, train, and share brand style guide, design system, and best practices and methodologies for brand and social management with stakeholders and collaborators.
- Pitching winning project proposal presentation, build recurring revenue by maintaining a retainer roster contributing to 150% revenue growth YOY.

Brand Designer, Community Manager, Co-Founder | 6+ years | Feb 2015–July 2021

The Lit Coven; a Discord-based reading community

- Align team of 6 community moderators and brand ambassadors to advocate for 100+ global Discord members, collaborate and create impactful brand experience with member feedback.
- Lead brand design, art direction, programming, video production, graphic design, process documentation, workflows, and moderator scripts to ensure a consistent brand experience.
- Strategically influence engagement and growth campaigns with a user-experience-first approach, increasing member retention, participation, acquisition, and brand loyalty.

Social Media Chair, Board of Dirs | 8+ mos. | Oct 2019–June 2020
AIGA NE Chapter, the professional organization for design

- Implement new visual branding, define and communicate voice and tone embodying a leading role within the local creative community, improving brand sentiment, brand awareness, equity.
- Video art directing, production, video editing; building anticipation for upcoming events, and during events, increasing event attendance and engagement before, during, and afterwards.
- Direct overall social media management, content and engagement strategies, editorial calendar, community outreach, and brand campaigns, video production, and digital media design, and virtual and in-person event promotion. Presentation of analytics reports.

Product Design Intern | 8+ mos. | May 2017–Aug 2017
Oriental Trading Company, a Berkshire Hathaway Co.

- Support each product design team (3) by researching design trends, product, market, and audience; brainstorming, concepting, designing, and communicating with vendors.
- Worked on nearly 300 projects with deadlines; developed 23 new product designs per merchandising briefs and smooth cross-functional collaboration. Designed stress balls, craft kits, packaging, wedding stationery and decor, immersive environment sets (prom themes).

Graphic Designer, Brand Marketing | 9+ mos. | Sept 2016–May 2017
Nature Hills Nursery, an eCommerce plant nursery

- Formalize social media standards for campaigns and blog posts, applying SEO and SMO best practices, from concept to production partnering with marketing.
- Streamline photo gathering, editing, and organizing shedding, nine months off the project.
- Improve, ship, and test web design and weekly marketing emails using HTML and CSS in Adobe Dreamweaver, and Mailchimp, analyzing impact on conversion with A/B & multivariate testing.

Freelance Graphic Designer | 3+ years | Feb 2013–Sept 2016
Paige Designs Stuff; a moonlight

- Design marketing, advertising, and sales assets for print and digital; video production—walkthroughs of product capabilities to ensure customer success.

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, look around at the other hands raised and take in the critical visual data being shared.

panel host/emcee
The Freelance Exchange

AIGA NE EVENT—Aug 2019 | Omaha, NE

Lead live panel discussion with 5 local creative business owners for an audience of 40+ community members.

panelist
Freelance panel + Q&A

BarCamp Omaha—Aug 2018 | Omaha, NE

Shared my experience owning and shaping a creative design business & how I’m motivated to be a collaborative designer.

EDUCATION

Graphic Design | Bachelor of Arts (B.A.)
2015–2017 *Bellevue University*

Organizational Communications | Associate of Arts (A.A.)
2010–2012 *Iowa Western*

SKILLS

brand identity
brand expression
brand experience design
brand design systems
brand awareness
brand strategy
brand stewardship
brand management
logo design
visual design
HTML/CSS
Bootstrap framework
networking digital/in-person
pitching proposals/projects
business relationship strategy
business planning
business operations
wireframing & web design
color and form psychology
agile project management
social graphics
social media strategy
social engagement
community engagement
typography
photography
video production
visual content
knowledge sharing/acquisition
brainstorming and ideating
encouraging leadership

Tools
WordPress
Notion
Asana
Figma + FigJam
Adobe Creative Cloud
• InDesign
• Illustrator
• Photoshop (+PS Express)
• Lightroom
Google
• Workspace
• Analytics
Grammarly
TypeForm
Later/Buffer/Hootsuite
InShot

research methods
competitive analysis
stakeholder interviews
user interviews
ethnographic research
field studies
focus groups

qualities
empathetic
humorous
curious
inquisitive
intellectual
intuitive