



Heather Craft

Passionate Graphic and Interactive Designer

Current Position:

Interactive Designer
LevLane Advertising

Education

Kutztown University, Kutztown, PA
Bachelor of Fine Arts, Communication Design, May 2014
Concentrations: Graphic Design, and Advertising

Graphic Design Experience

LevLane • Advertising | PR | Digital - Interactive Designer

January 2015—Current

Designing and developing interactive website layouts and user interface experiences. I am also responsible for creating and integrating digital assets for new or existing campaigns.

Pet360.com - Interactive Designer

October 2014—December 2014

Conceptualized and created email campaigns for Only Natural Pet, Pet Food Direct, and Pet360.com. Designed interactive assets for both Pet Food Direct and Pet360.com websites.

The Koncordia Group - Freelance/Print Production Designer

September 2014—October 2014

Updated and maintained print collateral such as trade show posters and brochures.

Saint-Gobain - Graphic/Production Designer Intern

June 2013—November 2013

Designed a variety of jobs from brochures, newsletters, logos, flyers, email blasts, and magazine and newspaper advertisements. I also participated in a photo shoot, shadowed on client meetings, and went to the Philadelphia International Airport to observe advertising placements.

Involvement and Awards

AIGA Kutztown University Chapter - Event Officer *Fall 2012—Spring 2013*

Organizer, Leader and planner for events. Contacted alumni and well known Graphic Designers to come and speak to the Kutztown University Design (KUUCD) students. Created poster for Hurricane Sandy Relief Fund, and helped organize and participate in KUUCD's Design-a-thon; a 24 hour non-profit event.

Design-A-Thon *Spring 2012, 2013, 2014*

Kutztown University Communication Design-A-Thon. Participated in the KUUCD's 24-hour non-profit event. During these yearly events, created a logo, for PA Berks culture, built a website for a start up organization and created a branding identity and a Advertisement Campaign for the Schuylkill Valley Community Library.

Philly Advertising Club *Spring 2014*

Kutztown University, Track & Field, Pole Vaulter *Fall 2009-Spring 2012*

Deans list *2010—2014*

Technology Skills and Abilities

Proficient in Adobe Photoshop, Illustrator and Indesign. Front end development in HTML/CSS/ JQuery. Other abilities are brand development/design, user interface and interactive design. Inspired by a sincere passion in graphic design, has pushed me to create an instagram feed called - "Need for Creativity."

CONTACT INFO



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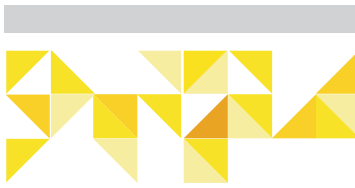


Portfolio Website
www.heather-craft.com



LinkedIn Account
www.linkedin.com/heathercraft





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