

Heather Craft

Passionate Graphic and Interactive Designer

CURRENT POSITION

Senior Graphic Designer

William Fox Munroe

Graphic Designer

Unveiled | Freelance - side passion to bring visions and dreams to life

EDUCATION

Kutztown University, Kutztown, PA

Bachelor of Fine Arts,
Communication Design, May 2014

Concentrations: Graphic Design, and Advertising

Graphic Design Experience

William Fox Munroe - Package Design Agency - Senior Graphic Designer

January 2018—Current

William Fox Munroe - Package Design Agency - Junior Graphic Designer

January 2017—2018

Designing and creating packaging for clients such as Hershey, Brookside, Cadbury, Riviana, Zippo, and much more. I am also responsible for rendering out concepts into 3D models that will be presented to a client. I also had full responsibility in designing, developing and creating the website for William Fox Munroe. My final responsibility is to maintain WFM's website. This includes creating / designing new work pages, new content pages, updating information, plugin updates, SEO / google analytics optimization, and backups.

LevLane - Advertising | PR | Digital - Interactive Designer

January 2015—January 2017

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.

Unveiled - Freelance - Wedding Collections

2017—Current

Conceptualized and created full wedding collateral for future weddings. This includes: photographing engagement photos, save the date invitations, formal invitations, RSVP, directions, menus for reception and ceremony pieces. These are completely unique for each couple starting from sketches to final release for print.

The Konkordia Group - Freelance/Print Production Designer

Fall 2014

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

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 (KUCD) students. Created poster for Hurricane Sandy Relief Fund, and helped organize and participate in KUCD'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 KUCD'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, Indesign, Strata (3D modeling) and Sublime. Front end development in HTML/CSS/JQuery. Other abilities are brand development/design, layout design, UI, UX, and interactive design as well as responsive design.

CONTACT INFORMATION

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SOCIAL • [Instagram \[hcrafty \]](#)