



GRAPHIC, PACKAGE AND INTERACTIVE DESIGNER

RECENT EXPERIENCE

Graphic and
Digital Designer
Insomnia Cookies

Package and
Graphic Designer
William Fox Munroe

EDUCATION

Kutztown University
BFA - Communication Design
Focus: Graphic, Advertisement,
and Interactive Design

GRAPHIC DESIGN EXPERIENCE

FORCE PKG - PACKAGE DESIGN AGENCY

PACKAGE AND GRAPHIC DESIGNER | MAR. 2020 – CURRENT

Designed packaging for a wide range of subjects. From protein powders (LEVELS), to personal use, hand sanitizers (KO-Safe).

INSOMNIA COOKIES - HEADQUARTERS DESIGN TEAM

GRAPHIC AND DIGITAL DESIGNER | OCT. 2019 – MAR. 2020

I worked with two other designers to create all of Insomnia's print and digital advertisements, store collateral, and digital media assets. However, I was solely responsible for creating the designs for new cookie launches, weekly promotions, new store openings and Insomnia's packaging re-design. Also, I created cookie animations for social media posts to elevate Insomnia's digital presence.

WILLIAM FOX MUNROE - PACKAGE DESIGN AGENCY

JUNIOR GRAPHIC DESIGNER | JAN. 2017 – JAN. 2018

PACKAGE AND GRAPHIC DESIGNER | JAN. 2018 – OCT. 2019

Designed and created packaging for many clients including The Hershey Company, Kit Kat, Reese's, Cadbury, Riviana, Mahatma, Zippo, and many more. Design responsibilities ranged from conceiving, to digital execution in Adobe Photoshop/Illustrator, to building mechanical files, rendering 3D concepts using Strata, and preparing final projects for print production. Also fully responsible for designing, developing and maintaining William Fox Munroe's WordPress website. Maintenance included designing new pages, updating content, updating plugins, SEO / Google analytics, and keeping backups.

LEVLANE - ADVERTISING | PR | DIGITAL

DIGITAL DESIGNER | JAN. 2015 – JAN. 2017

Designed and developed interactive website layouts and user experiences. I was also responsible for creating and integrating digital assets for new or existing campaigns within our client's digital platforms. Also was responsible for designing and developing LevLane's agency portfolio.

TECHNOLOGY SKILLS AND ABILITIES

Highly skilled in Adobe Illustrator, Photoshop, InDesign, After Effects, and Strata (3D modeling). Front end development skills include HTML5/CSS3/JQuery, responsive web design, and SVG animations. Also skilled in brand development, logo design, print layout design, animations, UI design and UX.

CONTACT INFORMATION

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Online Portfolio [www.heather-craft.com]
SOCIAL • Instagram [@heather_craft]

heather craft