



# Rebecca Craft

CREATIVE MANAGER

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## Employment History

### Creative Manager, DeSales University, Center Valley, PA

January 2021 — Present

- Design and produce the University's print marketing collateral for Undergraduate, Graduate, Adult Studies, faculty and staff, and the President's Office.
- Spearheaded the brand evolution project in 2024 with the web designer and internal communications writer to make modifications to the University rebrand in 2020.
- Monitor and review digital designs used for media advertising, social media communications, and other related marketing campaigns for all areas of the University to ensure visual identity standards and designs remain consistent with the University brand.
- Manages the print process of marketing collateral from start to end, including direct contact with several printer vendors to ensure timely delivery of creative assets.
- Works directly with the Marketing & Communications project manager to oversee and design multiple projects simultaneously through Smartsheet.
- Manages and produces high-quality templates for templated systems like Marq and Canva.
- Co-manages the digital assets management system, BrandFolder.
- Supervises Marketing & Communications Videographer. Meets weekly one on one to review project plans, storyboarding, and advises video production.
- Oversees six graphic design freelancers.

### Adjunct Professor, DeSales University, Center Valley, PA

January 2019 — Present

- Developed the course syllabus that prepares the students for the professional industry by focusing on modern design, best practices for the web, and web accessibility
- Demonstrating the latest industry techniques and tools such as Adobe XD, Figma, and Visual Studio Code

### Web Designer, DeSales University, Center Valley, PA

September 2018 — January 2021

- Worked with the Communications and IT departments to help bring University design concepts and interactive components to reality in a manner that adheres to or appropriately expands the University's living style guide. Responsibilities include design support for the University websites, intranet, CRM systems, online applications & forms, online payments, social media channels, video graphics, digital marketing collateral, and other digital properties as necessary.
- Created Priority Guides, Wireframes, and Workflows in early creative stage process.
- Designed visual elements and web pages for DSU and DSU Daily News using DeSales University's brand guidelines.
- Developed web pages using Sitefinity CMS.
- Maintained DeSales University's website and social media, such as Instagram and Facebook.

### Web Designer, SMARTASSISTANT, New York, NY / Vienna, Austria

January 2018 — November 2018

- Created designs for SMARTASSISTANT's advisors for clients such as KitchenAid, Whirlpool, Trek Bikes, Microsoft, Amazon, Bissell, and several international companies.
- Developed intuitive, usable, and engaging interactions and visual designs for mobile and web
- Applied UX trends and look for creative ideas and inspiration in adjacent industries
- Tackled any design problem down into viable actionable chunks and solve them with clarity and precision
- Facilitated the customer's product vision by researching, conceiving, sketching, and prototyping experiences for SMARTASSISTANT's product
- Focused on a user-centered design approach and rapidly test and iterate the designs

### Web Developer Intern, The Fox Magazine, Bowling Green, KY

March 2017 — July 2017

- Developed the course syllabus that prepares the students for the professional industry by focusing on modern design, best practices for the web, and web accessibility
- Demonstrating the latest industry techniques and tools such as Adobe XD, Figma, and Visual Studio Code

## Employment History (continued)

### **Visual Designer, Transmogrify, Conshohocken, PA**

*August 2014 — January 2017*

- Designed website designs, user interface design for web and mobile applications, and branding for clients such as the Philadelphia Eagles, University of Pennsylvania, Penn Medicine, CMT, and Urban Outfitters.

### **Web & Graphic Designer, Design Design, INC, Kennett Square, PA**

*May 2014 — August 2014*

- Produced logos, website designs, email templates, contact forms, direct mailers for clients such as Mother Earth Mushrooms, VUBLIQ, Avanti Seguros, Goldey-Beacom College, and Lester Water

### **Junior Graphic Designer, Peer Pressure Creative, Bethlehem, PA**

*October 2013 — January 2014*

- Designed and conceptualized website designs, billboards, advertisements, email campaigns, PowerPoint templates, and photo retouching for clients
- Participated in client meetings such as Active Data, Endicott College, Corked, and United States Golf Association

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## Education

### **Masters of Science, University of Denver, Denver, Colorado**

*December 2016 — March 2018*

- Graduated *summa cum laude* with a 3.98 GPA
- Degree Concentration: Web Design and Web Development

### **Bachelors of Fine Arts, Kutztown University of Pennsylvania, Kutztown, PA**

*December 2016 — March 2018*

- Inducted into the Delta Alpha Phi National Honor Society
- AIGA Officer 2012 - 2013
- Graduated *magna cum laude* with a 3.89 GPA
- Received the Sharadin Award - Distinguished Achievement for working with partners Kayla Bryer and Nellie Ortiz on the redesign of the KUCD Department website
- Skopje Poster Design - Placed top 70 finalists for Skopje contest over 1,300 entries around the world for Free Money Poster design

### **Associates of Arts and Science, Northampton Community College, Bethlehem, PA**

*August 2009 — May 2011*

- Inducted into the Phi Theta Kappa National Honor Society
- Gregory Purdon Memorial Award for Excellence in the Arts
- 2x Bronze Student ADDY Award Winner

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## References

Amy Bolger-Santucci  
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610-393-1107

Timothy Cox  
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