

n a n c y c r a f t

resume

I am an accomplished, multi-skilled, creative Art Director and Web Designer-Developer with years of international experience in both large and small organizations including non-profits, pharmaceutical, advertising agencies and publishers.

I have a substantial record in combining art direction, design and Web development skills to include writing, editing, proofreading, typography, layout, illustrating, digital photography and management.

I have a solid history of Macintosh IT skills and managing and training staff.

I possess personal skills that are conducive to team playing: I am supportive and constructive, put cohesion first, enjoy brainstorming with others, have a penchant for challenge, am self-motivated, responsive, responsible, detail-oriented and wish to meaningfully impact a company by helping it to grow.

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creative

achievements

- 2009 Initiated social networking as a part of CGFNS Web presence. Set up and maintain Facebook page. Started twitter presence
- 2009 Create and maintain RSS feed for CGFNS, ICD and ICNM Web news
- 2009 Designed, developed, manage and maintain www.intlnursemigration.org
- 2008 Designed, developed, manage and maintain www.delawaregreenways.org, noproblems.com.au, www.icdeval.com, www.cgfmsglobalevent2008.com and www.kaplancgfns.com/advantageplus at CGFNS International
- 2007 Designed and developed resume Web site at www.nancycraft.net
- 2007 Developed www.webbedfootwildlife.org and www.dh2.com/LincolnCenter/holdingPg/index.html
- 2007 Designed, developed, manage and maintain www.buddhanet.net/tibetan-healing (now noproblems, see above), temporary site www.nancycraft.net/indexAIBLPhtml and basic site www.karuna-cottage-magnetic-island.com.au
- 2006 Designed, developed, manage and maintain first site www.shambhala-retreat-magnetic-island.com.au
- 2004 Designated direct client contact at Cream Advertising for Enstrom Pty Ltd, helped to brand identity
- 2003 Designated direct client contact at Cream Advertising for Porter's Liquors, helped to brand identity
- 2002 Appointed Art Director for Cream Advertising
- 1997 Appointed Art Director on all RT&E new business pitches
- 1996 Chosen by RT&E as sole Art Director for DuPont Energy
- 1995 Appointed direct client contact / Art Director at RT&E for DuPont's Human Resources
- 2003 Managed Cream Advertising's creative department work flow and two junior designers
- 2009 Certified Apple OSX Support Professional
- 2001 Chosen as IT person for Cream Advertising
- 1995 Appointed member of Mac IT team at RT&E

management

systems

Nancy craft

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"Nancy is a great designer and computer professional. We worked together on a major account and she presented herself well, designed great layouts and was a joy to work with. She is also a dependable computer advisor as she could usually determine and resolve the problem whenever I had an issue with my computer, at work or at home!"

**TONI DI LUCIDO,
COLLEAGUE, RT&E**

"I know Nancy as an outstanding Art Director. As an executive at RT&E I often called on Nancy to create collateral and advertising art for various clients. She carried out her duties in a professional and timely manner. She often offered creative suggestions to improve the art. Nancy also was a support in agency IT matters."

ALAN POLAND, VP, RT&E

web multimedia communications specialist

CGFNS INTERNATIONAL

Philadelphia, Pennsylvania | November 2007 to present

- Sole creative in marketing department responsible for the art direction and design of all Web, print and multimedia for CGFNS International; its division, the International Consultants of Delaware; and its partnership venture, the International Centre for Nurse Migration; as well as some of the creative for other partnership ventures such as AGNK with India, ISPN with China and with Kaplan Nursing
- Created and maintain XML RSS feeds for CGFNS International, International Consultants of Delaware and the International Centre on Nurse Migration
- Helped to initiate CGFNS social media Web presence. Set up and maintain Facebook page. Beginning to set up the twitter presence
- Webmaster for four of its five Web sites: www.cgfns.org, www.intlnursemigration.org, www.cgfns.globalevent2008.com and www.icdeval.com that includes evaluation of site efficacy
- Giving www.cgfns.org incremental facelifts to reshape it into a tableless layout
- Redesigned/developed both the International Centre for Nurse Migration Web site, www.intlnursemigration.com, and the International Consultants of Delaware Web site: www.icdeval.com, designed/developed the Building Global Alliances symposium Web site: www.cgfns.globalevent2008.com and our venture with Kaplan Nursing: www.kaplancgfns.com/advantageplus
- Branded identity for CGFNS Kaplan Advantage Knowledge for Nursing including logo development
- Branded identity for the International Consultants of Delaware including logo development
- Branded identity for and redesigning the International Centre for Nurse Migration Web site
- Developing style guidelines for print and Web including introducing international standards for our Web sites and print materials such as spelling and number formats for our international audience
- Provide sole IT support for Macintosh; use both Mac and PC to develop Web sites
- Proofread and edit both print and Web pages, also with attention to 508 compliance. Currently performing major overhaul of program application handbooks
- Liase with vendors for print and specialty work such as photography and audio visual

art director/web designer-developer

FREELANCE

September 2004 to present

Clients include **DelaWARE GREENWAYS, The Australian Institute of Buddhist Learning and Practice, Tibetan Buddhist Healing Practices, Tipton Communications** (in-house from September to November 2007), **dh2, Paragon Design** (in-house from May to June 2007), **Delaware Greenways, The Australian Institute of Buddhist Learning and Practice, Tibetan Buddhist Healing Practices** and the **Australian Institute of Tibetan Healing Practices (AITHP)**

- Art directed and designed logos, print and multimedia using InDesign, Photoshop and Illustrator
- Design and develop Web sites, evites and animation using HTML, CSS, .php, Actionscript and JavaScript in Dreamweaver and Flash; maintain Delaware Greenways' and AITHP's Web sites
- Uploaded and registered Web sites for search engine optimization

art director

GRAFIKPHARM (a division of RT&E Integrated Communications)

Wilmington, Delaware, USA | February 2006 to September 2006 | clients included AstraZeneca, AGC, SDI and ASPF

- Art directed and designed pharmaceutical printed materials, packaging, CD labels and similar projects using Indesign, Quark, Photoshop and Illustrator
- Prepared files for Web coding with HTML and CSS in Dreamweaver, created tables and divs, set up style sheets, links and hotspots using Mac and PC
- Helped to create architecture for RT&E's internet Web site including structure for landing and subpages, meta tags, filenames and made artwork Web ready using Photoshop
- Standardized and managed font libraries and corresponding database, including font classification, in FontAgentPro
- Transmitted files via ftp to clients' intranet
- Helped to proofread projects

Nancy craft

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"You can't put a wise head on young shoulders as is true in the advertising business as any other. Nancy's design and graphic experience across both traditional and new forms of media was invaluable to my company. As a leader and trainer, Nancy willingly shares her knowledge and is well liked and respected by her peers."

August 3, 2008

**BILL CROSS,
MANAGING DIRECTOR,
CREAM ADVERTISING**

"Nancy completely overhauled our website and gave it a major 'cosmetic facelift'. It has been in place for about a year and I can't count the number of times we receive compliments from folks. Many of these compliments originate from individuals who run creative businesses as well as major stakeholders in our organization; state officials, board trustees, community leaders, event participants and members. Nancy assists me greatly by updating website content and generating new design features."

**SALLY HUMPHREY,
PROGRAM DIRECTOR,
DELAWARE GREENWAYS**

editorial art director

PRIDE PUBLISHING PTY LTD

Rozelle, NSW Australia | 1/2005 to 7/2005

- Art directed and designed *For Keeps Creative Scrapbooking* magazine each month using Quark, Indesign, Photoshop and Illustrator, using photography created in our in-house photography studio
- Redesigned *For Keeps Creative Scrapbooking* to a simpler, sleeker, more elegant appearance
- Art directed / designed craft books once per month
- Managed font library and corresponding database in FontAgent Pro

senior art director/graphic designer

CREAM ADVERTISING PTY LTD

St Leonards, New South Wales, Australia | October 2000 to October 2004

- Mentored two junior designers from 2003 forward
- Managed creative department workflow
- Made direct client contact for both Porter's Liquors and the Kitchen Group (Wholesale Kitchens, Freedom Kitchens and Sydney Kitchens), two of our most important clients
- Created concepts for client print jobs, print and television advertising
- Art directed, designed, produced and prepared projects for prepress using Indesign, Photoshop, Illustrator and Quark
- Directed photo shoots for specific commercial property clients and Porter's Liquor
- Transmitted ads electronically through Quickcuts, a service automating pdf creation and ftp to media
- Proofread and edited all projects
- Performed press checks
- Determined Macintosh network, software and hardware needs
- Created archiving structure for electronic files on server and through to back up
- Maintained creative department Macs – installed software, diagnosed / corrected problems on individual Macs and created / maintained databases for software inventory, font and image libraries
- Trained staff in production standards, software and operating system usage
- Created and maintained font library in Adobe Type Manager and maintained software inventory database

Clients included Porter's Liquors, Getronics, Wholesale Kitchens, Sydney Kitchens, Freedom Kitchens, Chesterton International, Leda Holdings, Hordern, Tim Green Commercial, Salter Associates, Skye Pacific, Surf Toyota and Hyundai

graphic designer

RT&E INC (nka RT&E Integrated Communications)

Wilmington, DE | August 1994 to October 2000

- Appointed Art Director for DuPont Human Resources, DuPont Energy and the Delaware Lottery
- Appointed Art Director for all RT&E new business pitches
- Designed and produced projects for all clients using Quark, Photoshop, Illustrator, Freehand, Dimensions and DeltaGraph
- Prepared files for prepress
- One of a three-person system team that:
 - taught classes to creative department staff in Mac OS navigation and software such as Microsoft Office, Quark, Illustrator and Photoshop
 - installed software, hardware and connected peripherals
 - diagnosed and corrected problems on individual computers
 - acted as IT help desk
 - maintained software inventory, font and image libraries
- Created information architecture for company-wide project-management database in Filemaker Pro including automatic forms for job openings and work orders
- Streamlined, fixed and maintained font library in Adobe Type Manager and maintained image library and software inventory databases

Clients included International companies such as DuPont, Hercules, AET, Samsung, and Heraeus; banks such as Wilmington Trust and state/city government agencies such as the Delaware Lottery.

Nancy Craft

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art director/designer

FREELANCE (on- and off-site between jobs)
1992 to 2000

clients: **Advance Graphics, Ewald Design, MBNA Advertising, RT&E, Young & Rubicam, Push Button Graph-X, Big Shout magazine and Stockley Center**

● Art directed, designed and illustrated print materials and logos using Quark, Illustrator, Freehand and Photoshop

technical skills

SOFTWARE

Advanced: Adobe CS4 (Indesign, Photoshop, Illustrator, Acrobat), QuarkXPress, Microsoft Office (Word, Powerpoint, Excel), FontAgent Pro

Intermediate: HTML/CSS, Adobe Dreamweaver and Flash

Beginner: JavaScript, ActionScript

IT

- Installing software, hardware and peripherals
- Determining network, hardware and software needs
- Diagnosing and solving problems on individual computers
- Connecting networks and peripherals, installing RAM and internal drives

NOTE: Although mostly Mac experience, am proficient in PC environment as well

education

Delaware College of Art and Design currently attending

6th and Market Streets, Wilmington, Delaware
Web and Animation studies / Photography
Introduction to HTML, CSS, Flash, Advanced Coding (Javascript and jQuery), Imaging for the Web, Digital Photography

Delaware State College

Dover, Delaware
Art Education major/Psychology minor

ONLC Training Centers

March 2009

Carr Road, Wilmington, Delaware
Javascript Fundamentals, 17 hours, 2 CEU

Future Media Concepts (Certified Apple training)

JULY 2009

Cambridge, Massachussets
Mac OS X Support Essentials
Now Certified Apple OS X Support Professional

"She also supports our Macintosh technology hardware and software even to extent of leading classes with our creative group on the latest technique... plus she is conversant with the newest releases of virtually every significant software program for graphic design."

CHARLES HOUSAM,
PRESIDENT, RT&E

"Nancy is a caring person who, after work, becomes actively involved in organizations that help others in her community."

ALAN POLAND, VP, RT&E

community

Delaware Greenways 2007 to present

- Designed, developed and maintain www.delawaregreenways.org and design print materials, including direct mail pieces
- Developed branding for current look, including logo development

Australian Institute of Tibetan Healing Practices 2004 to present

- Designed, developed and maintain www.noproblems.com.au, www.karuna-cottage-magnetic-island.com.au and www.shambhala-retreat-magnetic-island.com.au and design and produce logos and print materials as needed

Sojourners Place 1997 to 2000

(residential treatment center for the homeless with addiction problems)

- Public Relations board member
- Designed and produced quarterly newsletter

Stockley Center 1989 to 1994

(residential home and management for the mentally challenged)

- Designed and produced 36-page booklet each year for their major annual fundraising 5km sponsored walkathon