

Leverage strategic vision, business acumen and artistic talent to deliver award-winning, high-impact web, print and multimedia design, e-projects and websites with many years experience in both large and small organizations including publishing and pharmaceutical, marketing and advertising agencies. Substantial record in combining art direction and design skills to include writing, editing, market research, illustrating, photography, IT and managing staff.

SUMMARY

Design and develop websites from content organization with respect to usability, to Illustrator wireframes, to creating table-free layouts using HTML, CSS and Javascript. Increase traffic on sites using social media research. Produce award-winning multimedia that advances brand strategy, increases traffic and improves reputation. Improve style and branding for customer-centric communications. Visit my portfolio at <http://www.nancycraft.net>

PROFESSIONAL EXPERIENCE

Web Multimedia Communications Specialist, CGFNS International

November 2007 to December 2011

Efficiently administer art direction, marketing strategies and Web development for a Philadelphia, Pennsylvania-based international non-profit that performs credentials evaluations for health care professionals educated worldwide.

- Designed, developed and maintained four websites employing **UX design** principles and brand strategies using **XHTML, CSS, jQuery** and **JavaScript** and simple **php** (three live sites): <http://www.cgfns.org>, <http://www.intlnursemigration.org> and <http://www.icdeval.com>.
- Tested sites for cross-browser compatibility using Chrome, Opera, IE, Firefox and browsershots.com.
- Experienced in **SEO best practices**, gathering research and analysis, information architecture, problem-solving and interactive prototypes.
- Engaged in site testing to evaluate and improve existing designs at all phases.
- Prepared major redesign for the CGFNS website using **WordPress CMS**. Set up MAMP (Apache, MySQL, php), installed modules, created wireframes.
- Improved ROI with understanding of Web marketing, branding, content delivery, graphics optimization, internationalization, **accessibility and usability** (508 and WCAG) and SEO.
- Improved customer service by rewriting company communications for customer friendliness with special attention to English as a second language.
- Helped company use one voice through developing branding and editorial style guide including logo development for its partnerships, divisions and programs.
- Increased user traffic on websites through sharing and **RSS** feeds created using **XML**. Reduced customer service calls by effectively creating **UI** for integrating frequently asked questions and glossary throughout main CGFNS site.
- Increased customer base through initiating **social media presence** on Twitter and Facebook.
- Liaised with vendors for print, photography and audio visual.
- Provided IT support for Macintosh; used both Mac and PC to develop websites.

ACHIEVEMENTS

- 2011 Won Third Place from National Federation of Press Women for CGFNS 2008–2009 Biennial Report.
- 2011 Won First Place from National Federation of Press Women for CGFNS internal Internet-based testing animated Powerpoint presentation.
- 2011 Won Best of Category (First Place) from the Pennsylvania Graphic Arts Association for CGFNS 2008–2009 Biennial Report.
- 2011 Won First Place from Delaware Press Association for CGFNS 2008–2009 Biennial Report.
- 2011 Won First Place from Delaware Press Association for CGFNS 2008–2009 Biennial Report.
- 2011 Won Honorable Mention from Delaware Press Association for CGFNS holiday video.

EDUCATION

- 2006 –2009 Delaware College of Art and Design
Completed: HTML, Web Design with CSS, Advanced Coding (Javascript, jQuery), Flash I and II, Imaging for the Web, Digital Photography
- July 2009 Future Media Concepts
Certified Apple Mac OSX Support Professional
- March 2009 ONLC Training Center
Javascript Fundamentals
17 hours, 2 CEU

TECHNICAL COMPETENCIES

Mac OSX	
Adobe InDesign	
Adobe Photoshop	
Adobe Illustrator	
Adobe Dreamweaver	
Adobe Flash	
Adobe Acrobat	
QuarkXpress	
FileMaker Pro	
Microsoft Word	
Microsoft Excel	
Microsoft Powerpoint	
Apple Keynote	
HTML/CSS	
JavaScript/jQuery	
PHP	

Certified Mac OSX Support Professional 10.5

Determining network, hardware and software needs	
Diagnosing and solving problems	
Connecting networks and peripherals	

Art Director, Grafikpharm (division of RT&E) February to September 2006
Effectively provided creative design and Web development for the pharmaceutical marketing division of RT&E Integrated Communications, a Wilmington, Delaware-based B2B marketing and communications agency.

- Art directed/designed print materials, packaging, labels and similar projects.
- Coded Web pages and helped to create architecture for RT&E's website.

Editorial Art Director, Pride Publishing Pty Ltd January 2005 to July 2005
Successfully delivered creative direction and design for a publisher of craft magazines and books located in Sydney, Australia.

- Art directed/redesigned monthly magazine *For Keeps Creative Scrapbooking*.
- Art directed and designed one craft book each month.
- Art directed and designed calendars for all monthly publications.

Senior Art Director/Graphic Designer, Cream Advertising Pty Ltd
October 2000 to October 2004

Effectively provided creative design, management and Mac OS support for international advertising agency based in Sydney, Australia.

- Managed creative department of two junior designers from 2003 forward.
- Art directed, designed and produced print materials and television advertising.
- Directed photo shoots and did press checks for specific clients.
- Proofread and edited all projects.

ACHIEVEMENTS

- 2003 Made direct client contact for both Porter's Liquors.
- 2004 Made direct client contact for both Enstrom Kitchen Group.
- 2003 Appointed head of creative department; managed two designers.

Graphic Designer/Systems Specialist, Reese, Tomases & Ellick (RT&E)
August 1994 to October 2000

Effectively delivered creative design and Mac OS support for a marketing and advertising agency based in Wilmington, Delaware.

- Designed and produced print projects.
- Created company-wide project-management database in Filemaker Pro.
- Part of a team that trained creative staff in Mac-based applications, acted as IT help desk and maintained 25 Macs.

ACHIEVEMENTS

- 1995 Appointed Art Director for DuPont Human Resources.
- 1995 Appointed Art Director for DuPont Energy.
- 1997 Appointed Art Director for all RT&E new business pitches.

International Freelance 2004 to Present

Pro bono and compensated creative design and Web development for various charities and marketing agencies worldwide.

Clients: [Australia] Xplora, The Australian Institute of Tibetan Healing Practices, Tibetan Buddhist Healing Practices. [USA] Delaware Greenways, Tipton Communications, dh2 and Paragon Design.

- Art direct/design print and email campaigns, flash banners, movies and websites (now maintained by another firm): www.shambhala-retreat-magnetic-island.com.au, www.noproblems.com.au, www.karuna-cottage-magnetic-island.com.au and www.delawaregreenways.org.

ACHIEVEMENTS

- 2010 Won Honorable Mention from Delaware Press Association for Delaware Greenways' newsletter.

USA Freelance 1994 to 2000

Administered creative design and illustrations for a charity and several marketing / advertising agencies in Delaware.

Clients: Advance Graphics, Ewald Design, MBNA Advertising, RT&E, Young & Rubicam, Push Button Graph-X, Big Shout Magazine and Stockley Center.

COMMUNITY WORK

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|----------------|---|
| 2010 – present | Thoughtful About Rubbish |
| 2010 – present | Karma Thesum Chöling NJ |
| 2007 – 2010 | Delaware Greenways |
| 2004 – 2010 | Australian Institute of Tibetan Healing Practices |
| 1997 – 2000 | Sojourners Place |
| 1995 – 2000 | Stockley Center |

INTERESTS

Art, music, cinema, photography, reading, grammar, walking, cycling, cooking, environmental and human rights activism, sailing, travelling