

Lillie Craycroft

Visual Communication
Studio Art

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Cedarville, OH

about

I am a visual communication designer passionate about transforming ideas into effective, engaging designs. I strive to create with excellence across branding, illustration, UX, packaging, and motion design.

Dedicated to helping others communicate visually with clarity and impact. Known for delivering high-quality, deadline-driven work across diverse forms of media. Striving to push myself outside any and all creative bounds.

education

Cedarville University
Cedarville, OH

Bachelor of Arts and Design

Visual Communication

Minor in Studio Art and Biblical Studies

skills

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Design Tools: Adobe CC (Photoshop, Illustrator, InDesign, After Effects)

Technical: Figma, HTML, CSS

Soft Skills: Detail-oriented, adaptable, strong communicator, Organized

Other: Color theory, typography, understanding corporate identity, photography, advanced drawing, and ceramics background

work experience

Graphic Designer

01/26- Present
Columbus, OH

Creating cohesive visual identities through freelance work by developing brand guides that define colors, typography, imagery, and overall tone. Designing logos, menus, and more, that reflect the brands personality and establishes a recognizable presence.

Barista

08/25- 5/26
Washington Courthouse, OH

Communicated with many people and learned to value customer relationships. Started this job with no prior coffee experience and worked hard to increase skill, efficiency, accuracy, quality, and satisfaction.

Graphic Designer & Marketer

08/23-05/25
Cedarville University, Cedarville, OH

Designed logos, graphics for advertisements, TV slides, email headers, A-frames, and social media posts viewed by 1,000's of students. Created Designs for Cedarville's coffee shop. Worked alongside SGA and designed campaigns. Used photography skills to take and edit photos of events on campus. Able to make graphics and edit photos on a time crunch.

