

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 media. 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: HTML, CSS

Soft Skills: Detail-oriented, adaptable, strong communicator

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

work experience

Graphic Designer

01/26- Present
Scholar Leaders, Grand Rapids, MI

Barista

08/25- Present
Washington Courthouse, OH

Graphic Designer & Marketer

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

Rebranding associate with scholar leaders in order to help with their progression to properly convey the purpose of their company. Doing this through graphic design I work under the creative director learning valuable skill lessons.

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.

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.

