



**resume**

# kieran craft.

## contact

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## education

### **University of Pittsburgh** *Bachelor of Arts • 2014–2018*

**Majors** Communication and Gender,  
Sexuality, and Women's Studies  
**Minor** Sociology  
**GPA** 3.94/4.0

## skills

### **Software**

InDesign	Microsoft Office
Illustrator	HTML 5
Photoshop	CSS
Acrobat	Wacom tablet

### **Technical**

Print design	Typography
Digital design	Social media
Branding	Writing

### **Professional**

Communication	Time management
Attention to detail	Multi-tasking
Problem solving	Prioritization
Strategic thinking	Leadership
Organization	Event planning

### **Languages**

English (native)  
French (intermediate)  
American Sign Language (beginner)

## experience

### **Design Coordinator for Learning & Development** Nov 2020–present • *American Eagle Outfitters*

Responsible for the technical and graphic design of learning products. Conceptually develops, designs, and manages training and communication design materials, including eLearning, print, and classroom-based L&D initiatives. Reports to the Manager for Learning & Development.

### **Junior Graphic Designer** • Sept 2018–Nov 2020 *InnerWorkings (PNC Bank)*

Created and produced professional marketing collateral for PNC Bank. Exhibited creativity while adhering to strict brand guidelines. Collaborated with the rest of the design and production team to meet client needs. Types of projects included advertising campaigns, brochures, direct mail campaigns, signage, social media graphics, ATM screens, and other high-profile print and digital materials. Reported to the Senior Creative Director.

### **Graphic Design Intern** • Jan 2017–Jul 2018 *University of Pittsburgh Student Affairs Marketing*

Created original (and updated existing) print and digital marketing materials for a multitude of departments and organizations within the university. Worked under the direction and mentorship of the lead graphic designer. Took lead on an administrative marketing campaign that was displayed online and across campus. Won a logo competition for which my design was printed on shirts and distributed to the student body at an annual, campus-wide event.

### **Digital Marketing Intern** • Jan–Sept 2016 *Planned Parenthood of Western PA*

Worked with the sexual education department to craft the image of It's OK To Ask Someone (the organization's anonymous youth sexual health text-line). Created and scheduled original content and graphics for the organization's Twitter, Facebook, and Tumblr accounts. Provided insights and recommendations for digital strategy.

## organizations

### **Member + Contributor** • 2020–present *Queer Design Club*

### **Steering Committee Member** • 2020 *INWK SAGA (Sexuality and Gender Alliance)*

### **Communications Director** • 2015–2017 *Rainbow Alliance at the University of Pittsburgh*