

Ellen Kraft

Graphic Design • Package Design • Illustration

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SKILLS

- Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat
- Woodwing
- Microsoft, Word, Excel, Teams
- Accomplished Illustrator in many mediums
- Sketch artist: ability to rough out ideas during development phase
- Working with Style Guides for multiple licensed products for multinational corporations
- Skilled use of typography
- Package design: toy, kitchen wares, book, press kits
- Trade show displays, marketing and promotional materials
- Catalog layout, book interior layout, instruction manuals
- Photo retouching, color correcting
- Creating mock-ups for various packaging, kits and covers
- Developing projects from concept to final production
- Problem solving
- Comfortable with a large volume of work

EXPERIENCE

Benchmark Education Company, New Rochelle, NY—*Senior Designer*

November 2020–Present

- Collaborate internally to conceptualize and develop design concepts; generate prototypes to final products; define and develop graphics for books, logos, supplemental materials, presentations, brochures, ads, room materials
- Design page layouts, user interface graphics, icons; Design visual components
- Collaborate internally as well as with clients to conceptualize and execute creative solutions that can be translated across various media platforms.

Dover Publications Inc., Mineola, NY—*Cover/Package Designer*

April 2007-February 2020

- Cover design, book layout, gift packaging, promotional material
- Logo design, branding, Illustration, trade show signage and marketing materials
- Working with licensed material to create a product line notably *Sesame Street*®, *Grumpy Cat*®, *Betty Boop*® and *Olivia*®
- National clients included *Michaels*®, *A.C. Moore*®, *Hobby Lobby*®, *Costco*®, *Cracker Barrel*®, *Walmart*® and *Target*®
- Worked closely with The President, Vice President and Acquisition Editors

Lifetime Brands Inc., Garden City, NY—*Graphic Designer* July 2006-April 2007

- Layout of kitchen utensil packaging
- Overseen consistency throughout all line looks
- Worked closely with creative directors and product managers
- Worked with several licenses such as *KitchenAid*®, *Farberware*® and *Cuisinart*®

NSI International Inc., Farmingdale, NY—*Senior Designer* May 2001-July 2006

- Oversaw consistency throughout all line looks
- Organized workload for freelance designers
- Prepared concept boards, final production artwork, mechanical layout, thumbnail sketches, photo retouching and logo design
- Worked closely with creative director and product managers
- National clients included *Toys R Us*®, *Walmart*® and *Target*®
- Worked on licensed products such as *Smithsonian*®, *Simpsons*®, *Scooby Doo*® and *The Justice League*®

EDUCATION

New York Institute of Technology

Master of Arts in Communication Arts

Major: Broadcast Graphics

December 2006

Columbus College of Art & Design

Bachelor of Fine Arts

Major: Visual Communications

& Illustration

May 1997

ACHIEVEMENTS

Animated Elements, Nickelodeon®

Animated action words and interstices for upcoming program on Nickelodeon®.

January 2007

Animated NCAA Logo,

March Madness

Animated logo aired during the *NCAA*® Women's Finals Basketball Tournament on *ESPN2*®.

March 2006

Internship

News 12® Long Island,

Woodbury, New York *Graphic Designer*

Designed over-the-shoulder graphics for weekend broadcasts.

June 2005-August 2005