



CHRISTEN CRAFFORD

DIGITAL PRODUCT DESIGNER

EDUCATION

DEGREE IN GRAPHIC DESIGN

Inscape Educational Group

UDEMY: The web developer bootcamp.

UX DESIGN - Google Professional Certificate.

PROJECT MANAGEMENT -

University of Colorado Boulder.

CONTACT

Address

802 Rubenstein Road, Moreleta Park
Gauteng, Pretoria

Phone

+27 83 425 0376

Email

christen1234.cvz@gmail.com

Portfolio

portfolio-christen.co.za

LinkedIn

Christen Crafford

REFERENCE

Letchen du Plessis

Nebula | Product Manager

T : +27 79 030 8780

Michelle Nobelis

Owner | Pixel Forest

T : +27 72 106 5352

ABOUT ME

I am eager to take on every opportunity that comes my way with great enthusiasm. I am able to work precisely and accurately, under pressure. I have a professional business relationship with all my clients and a pleasant manner dealing with them. I work together with my co-workers as part of the greater team, being confident and believing in myself. I am able to motivate, lead, and follow with great passion for my work.

WORK EXPERIENCE

2016-2018

INTERN

Accuprof Insurance Brokers

I managed website updates, social media design, and all print and digital design projects.

2019-2021

GRAPHIC DESIGNER

BrandX.mobi

I oversaw all graphic and digital design projects, including website development and print design such as logos and product catalogues, while also managing the design team.

FREELANCE DESIGNER

Nimble Marketing Group

I led graphic and digital design initiatives, encompassing website development, print design including logos and Google ad banners, corporate CI guides, and social media design.

2021-2022

SENIOR DIGITAL DESIGNER

Pixel Forest

I managed all website designs and graphic design tasks, including car wraps, logos, CI guides, and more, while also overseeing the design and management of multiple social media accounts.

2022 - Present

UI DESIGNER

Adswerve

I oversee UI/UX research and design for our platform, Connect, crafting and prototyping new features, sections, and updates.

SKILLS

- Proficient in logo creation, layout, spacing, storyboard development, color theory, composition, photography, print design, marketing, branding, social media management, typography, and design principles, with a strong focus on ideation.
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, After Effects, XD, Dreamweaver)
- UX/UI design
- Product design
- WordPress
- Figma
- Spectra
- HTML and CSS