Craig Karp

Graphic Designer

- Hudson, NY
- karpc50@gmail.com
- 631.365.4035
- craigkarp.com/graphic-design-home
- linkedin.com/in/craigkarp

SKILLS

Adobe Creative Suite

Graphic Design

Mobile & Web Design

Print & Digital Design

User Research

UI/UX Design

Interaction Design

Information Architecture

Visual Design

Collaborative with Cross-Functional Teams

User-Centered Design

Photography

EDUCATION

UI/UX Design
Career Foundry
Mar 2020

B.A., Graphic Design
SUNY Oneonta
May 2014

PROFESSIONAL EXPERIENCE

CDLLife
Product Designer
Mar 2021 – Sep 2023
- Collaborated with cross-functional teams to conceptualize, design, and deliver innovative product solutions that met user needs and business goals
- Conducted in-depth user research to gather insights and inform design decisions
- Created wireframes to visualize product concepts and user interactions
- Developed high-fidelity prototypes and interactive mockups to communicate design concepts and gather feedback from stakeholders
- Implemented user-centered design principles and best practices to ensure intuitive and user-friendly interfaces
- Worked closely with developers to ensure the successful implementation of designs, providing detailed design specifications and addressing design-related issues
- Contributed to the development and maintenance of design systems and style guides to ensure design consistency across products
- Stayed up-to-date with industry trends and emerging design technologies to enhance design capabilities and stay competitive in the market
- Decreased task completion times for users
- Created features to reduce the number of errors, overall improving user experience
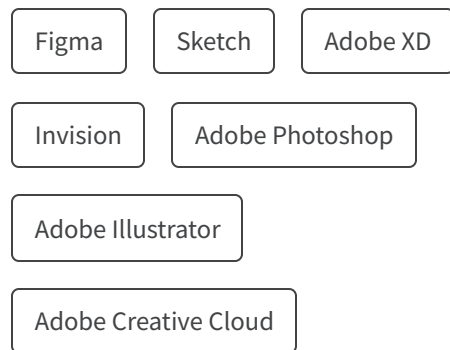
GDS Signage
Graphic Designer
Jul 2018 – Mar 2021
- Assist in concept and research development for environmental designs
- Create mechanical drawing packages complete with specification sheets and layouts
- Set up and export scaled artwork for production
- Evaluate and maintain pertinent files and records for internal and external distribution
- Understand, implement, and enforce brand guidelines throughout all design efforts
- Support the Marketing and Business Development team with visual aids and creative collateral

SOFTWARE

Figma · Sketch · Adobe XD

Invision · Adobe Photoshop

Adobe Illustrator

Adobe Creative Cloud

NYU Tandon School Of Engineering
Associate Graphic Designer
Oct 2016 – Jan 2017

- Conceptualized and designed publications, flyers, brochures, invitations, postcards, signage, posters, e-newsletters, web content, and social media content
- Supported design direction for all promotions, ensuring adherence to graphic identity standards as outlined by senior leadership
- Collaborated with other departments to raise the profile of the Tandon School through social media, blogs, videos, email marketing messages, and e-newsletters

David Pesyer Sportswear (MV Sport)
Junior Graphic Designer
May 2015 – Aug 2016

- Designed advertisements for magazine spreads, newsletters, and email campaigns
- Generated layout designs for seasonal catalogs
- Conducted product photography as well as photo touch-ups of models and clothing
- Specialized in crafting designs for custom-decorated apparel and promotional products
- Brought creativity to a diverse range of items, including t-shirts, sweatshirts, hats, and other promotional merchandise
- Contributed artistic input to cater to various purposes, such as corporate events, and promotional campaigns