

MIA KRAFT

Graphic Designer & Storyteller

miakraft.net
mia.e.kraft@live.com
513.374.1128

EXPERIENCE

OCTOBER 2023
APRIL 2024

The Nudge | Chicago City Director | Chicago, IL

| Crafted thoughtful written copy, on-trend visual content and principle-aligned short-form video to resonate with over 135K Chicagoans

| Managed a thriving community program of 20 content creators and collaborated closely with local partners to host successful member events

MAY 2021
OCTOBER 2023

Luxury Living | Graphic Designer | Chicago, IL

| Designed comprehensive brand identities, user-friendly websites, large-scale signage and branded collateral for new developments, exceeding client expectations and attracting potential residents across the city

| Maintained and elevated in-house and client brand aesthetics for creative pitches, marketing campaigns and various assets, working efficiently to meet tight deadlines

JANUARY 2021
APRIL 2021

Paper Source | Design Intern | Chicago, IL

| Created original illustrations and enhanced previous designs for Paper Source products, including greeting cards, gift wrap, calendars and craft kits in support of the larger design team

| Prepared proofs for print and marketing pieces with appropriate die lines

EDUCATION

AUGUST 2017
MAY 2021

Loyola University Chicago | GPA 3.8

B.A. in Visual Communication, Minor in Film and Digital Media

SUMMER 2020

VMLY&R NeXus Masterclass Participant

Virtual masterclass in marketing, strategy, CX, social media

SKILLS

Creative: Adobe Suite: InDesign, Illustrator, Photoshop, XD, Premiere Pro, Figma, Procreate, CMS, Canva, DSLR, CapCut, Copywriting & Editing

Tools: Hubspot, Basecamp, Slack, Dropbox, Zoom, Microsoft Office, ChatGPT, Google Suite, Typeform, Retool, Notion, SEO

RECOGNITION

GDUSA In-House Design Award

Awarded by GDUSA for the redesign of The Maeve Group branding

Louise Gonska Art Scholarship

Awarded by the Department of Fine Arts to the most promising major

MEMBERSHIP

PAWS Chicago Volunteer and Foster

AIGA Chicago Committee Member

Kappa Kappa Gamma Member and Social Media Director

Dean's List Member (2017-2021)