

# Dailey Crafton

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dailey.crafton@gmail.com

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## EXPERIENCE

**Founder, Partner, Creative Director January 2015 to Present**  
**Lockstep Studio, Brooklyn, NY**

**Lecturer, December 2011 to June 2015**  
**Shillington School, New York, NY**

- Deliver lectures on design technology, theory and industry.
- Assist students with projects by critiquing work and providing practical and conceptual design advice.
- Execute the briefs to provide teacher examples for student reference.
- Contribute to the curriculum to ensure that it is as current as possible.
- Raise the profile of the school by both engaging in social media and developing rapport within the New York City design community.

**Principal/Creative Director, January 2009 to January 2012**  
**live from bklyn, Brooklyn, NY**

- Directed all design operations.
- Articulated and projected live from bklyn's design vision and philosophy.
- Interfaced with clients to understand their company/organization in order to communicate their visual message clearly, effectively and beautifully.
- Interfaced with vendors and contractors, from printers to web developers and everything in between, to ensure a beautiful and well-executed finished product.

**Art Director, August 2006 through December 2008**  
**L'Oréal Paris, New York, NY**

- Directed the creation of and designed Beauty Advisor kits across all L'Oréal Paris brands.
- Oversaw and directed freelancer workload.
- Created and maintained national trade advertising program for L'Oréal Paris sales planning team.
- Created special projects such as the Beauty Advisor brochure from concept to publication in order to promote L'Oréal at the retail level.
- Updated and maintained image library containing thousands of images of L'Oréal products and models.

**Senior Designer, June 2004 to May 2006**

**Department of Creative Services, Bob Jones University, Greenville, SC**

- Developed and maintained a consistent brand for university printed materials.
- Directed decision making for concept, style, color choice, and paper choice.
- Worked on a wide variety of printed media including brochures, book covers, magazines, posters, flyers, booklets, and banners.

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## EDUCATION

Bachelor of Science degree in graphic design with a Spanish minor, 2004.  
Bob Jones University, Greenville, SC.

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## SKILL

Highly proficient in Adobe InDesign, Illustrator, Photoshop and Bridge CC software as well as Mac OSX 10.10. Proficient in Sketch, Adobe Dreamweaver, Edge Reflow and Microsoft Office. Working knowledge of Adobe Premiere Pro, HTML and CSS.