

LOGAN CRAIG

Visual Designer · Seattle, Washington

logancraigdesign.com

724.991.7444

logancraig.designer@gmail.com

Skills

Art Direction	Motion Design
Brand Identity	Digital Marketing
Web Design	E-commerce
User Experience	Google Analytics
Print Design	Photography

Software

Illustrator	Sketch
Photoshop	InVision
After Effects	XD
InDesign	Webflow
Lightroom	Shopify
Figma	Blender

Education

PennWest Edinboro

BFA Applied Media Arts:

Graphic Design

2011–2014

Butler County Community College

Associates:

Graphic Design / Transfer

2009–2011



Founder & Visual Designer · Two Stall Studio · Seattle, WA.

2022–Current

- Singular visionary and creative force behind Two Stall Studio, fulfilling roles as Visual Designer, Digital Marketer and Founder
- Crafting impactful marketing materials while enhancing client relationships and boosting their market presence
- Creating unique brand identities, concept development, visual identities, brand naming, logos, packaging, website design, UI / UX, motion design, social media, and Digital Marketing strategies

Lead Sr. Visual Designer · Bankless · Remote

2021–2023

- Lead Senior Visual Designer at Bankless HQ, acting as brand steward to the organization's visual identity
- Created the Bankless DAO token claims site. This platform allowed over 50,000+ users to claim their BANK tokens simultaneously through MetaMask and Wallet Connect
- Established the initial UI framework for the launch of the improved self-sovereign newsletter website, ensuring smooth accessibility for over 250,000+ subscribers
- Designed 268 newsletter graphics, 558 YouTube thumbnails, and multi-year Bankless POAPs
- Launched the Bankless apparel line and established its presence by creating and laying out the Shopify store
- Strengthened Bankless' brand by ensuring design consistency on visual assets for various campaigns
- As a Genesis member of the Bankless DAO, actively participated in community development, and highlighting expertise in branding and community-building in the crypto space

Sr. Visual Designer · Merkle · Seattle, WA.

2020–2022

- Specialized in user experience and interface designs for e-commerce, partnering with premium clients such as Under Armour, Loft, Ann Taylor (Ascena), Tommy Bahama, Johnny Selected Seeds, and Johnnie Walker (Diageo)
- Worked closely with clients to understand their business needs and design compelling solutions that met their specific requirements
- Responsible for creating a wide range of design assets, from wireframes and prototypes to final visual designs, and I worked closely with development teams to ensure that designs were implemented to the highest standards
- Demonstrated a strong commitment to delivering exceptional results for my clients, and was consistently recognized for my creative vision, attention to detail, and ability to collaborate effectively with cross-functional teams

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Certifications

Google's Foundations of
Digital Marketing and E-commerce
2023

Shopify Partner
2017

Additional Skills / Programs

Crypto	ChatGPT
HTML	Microsoft Office
CSS	Email Marketing
SEO	Content Strategy
JAVAscript	Murals
Product Design	Installations

Interests

Automobiles	Motorcycles
Music	Cycling
Film	Snowboarding
Hiking	Skateboarding
Camping	Coffee



Sr. Graphic Designer · WE Communications · Bellevue, WA.

2018–2020

- Senior Graphic Designer on WE's Digital and Experience Technology team working within Healthcare, Technology, Manufacturing, Transportation, and Food brands
- Main Clients are Microsoft Surface, Microsoft's Corporate, External, and Legal Affairs Team, Microsoft Edge, Horizon Therapeutics (TED and Graves Disease), Gilead Sciences (HIV and now Covid-19)
- Notable smaller involvement clients: Brother Printers, Volvo, F5, McDonald's, Lego, Intel, Adaptive Biotech, Honeywell, Spark Therapeutics, E2 Open, Resideo, DBS, and 14 Hands Winery
- Duties included print and layout design, branding, User Interface Design, animations, motion graphics, PPT design, client pitches, organizing digital campaigns, social media posts (Facebook, Instagram, Twitter, LinkedIn), banner ads, storyboarding

Graphic Designer · New Alchemy · Seattle, WA.

2018

- In-house sole Corporate Marketing Graphic Designer responsible for creating client and corporate deliverables in a growing crypto and blockchain market
- Consistently managed a portfolio of 10 clients per week within New Alchemy's ICO creative department, demonstrating strong organizational skills and proficiency in client relationship management
- Duties included web design, wireframes, UX/UI Design, client logos, magazine ads, presentation decks, show collateral/booths, digital collateral, and assisting New Alchemy's ongoing rebrand

Co-founder · City Limit Moto · Buffalo, NY.

2016–2018

- Co-founder and Head of Visual Design/Digital Marketing at City Limit Moto, a custom motorcycle shop based in Buffalo, NY
- Spearheaded the development of the company's comprehensive visual identity, crafting the logo, styleguide, and collateral for a cohesive brand image while conducting in-house photography
- Conceptualized, designed, and maintained the Shopify e-commerce web store, implementing SEO strategies, refining keywords, and utilizing Google Analytics to assess and optimize visitor engagement
- Orchestrated Google Ads campaigns, effectively managing SEM efforts, while ensuring a positive ROI and optimizing ROAS
- Directed email marketing initiatives through Mailchimp, overseeing content creation and campaign management for targeted and engaging communication with customers
- Managed and executed marketing strategies across social media platforms, including Instagram, Twitter, and Facebook, resulting in increased brand visibility and engagement