

Ari Craven

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Education

University of Iowa, Bachelor of Arts

→ **Studio Art: Graphic Design**

University of Iowa, Bachelor of Arts

→ **Theatre: Performance**

Senior Graphic Designer

Evive Health | Feb 2024—Present

- Researched, facilitated, and launched use of Stensul Email creation platform, providing ~3x expedited email design process from legacy HTML procedures.
- Co-led foundation of Content Library, a guide of print and digital deliverables for accessible access to full team. Included redesign of MyEvive Launch, Vendor, Virtual Event, HES Campaign, and Seasonal Communications.
- Lead designer on re-concepting + redesign of custom bi-monthly print mailer for The Home Depot, including ongoing technical assistance of Data Merge / Evive InDesign Tool.

Graphic Designer

Evive Health | Nov 2021—Feb 2024

- Led overhaul of all email + print templates for alignment with refreshed branding unified user experience.
- Spearheaded expedited process for exporting print deliverables, resulting in 25% delivery time reduction.
- Implemented new internal creative review process to ensure streamlined project management

Art Director

Jewish United Fund (JUF) | Jul 2020—Nov 2021

- Redesigned the layout and cover designs for Jewish Chicago, resulting in a more modern and aesthetically pleasing publication that received positive feedback from its 40,000+ readers.
- Developed/Executed creative vision for JUF's social media presence, resulting in an increased engagement

Jr. Graphic Designer

Jewish United Fund (JUF) | May 2019—Jul 2020

- Provided critical support to creative team of seven designers through efficient versioning and ideation.
- Assisted in packaging/preflighting files for release to printers or media, ensuring accurate final products.
- Developed and maintained comprehensive archive of design assets to facilitate streamlined project management and consistency in design quality.

Graphic Designer

University of Chicago, Theatre | Sep 2017—May 2019

- Executed print + digital deliverables for 20+ productions annually, to create a departmental cohesive look.
- Curated weekly Mailchimp newsletter to 800+ students, achieving a 20% open rate

Skills

Photoshop

Lightroom

HTML (Email)

Social Media

Illustrator

Dreamweaver

Photography

Squarespace

InDesign

Microsoft Office

Final Cut Pro

Mailchimp