

CARLY CRAFT

GRAPHIC DESIGNER • PHOTOGRAPHER • CREATIVE

(818) 422-9252 · CarlyCraftDesign@gmail.com · Foxdythworks.com

CREATIVE PROFILE

Graphic designer and photographer with a BFA in Graphic Design and experience creating visual content for brands, artists, businesses, and digital platforms. Specializes in photo editing, social media design, visual storytelling, and polished imagery. Experienced working independently and collaboratively from concept development through final delivery.

CREATIVE EXPERIENCE

FREELANCE GRAPHIC DESIGNER

Jan 2023–Present

- Develop graphic and social media content for small businesses and creative brands, including Q Social Media, Rock Angel Creations, and French Florist.
- Translate brand identities and creative direction into cohesive digital visuals.
- Create and refine artwork using **Adobe Photoshop, Illustrator, InDesign, and Lightroom**.
- Utilize typography, masking, pen and curvature tools, warp, levels, and other advanced design techniques.
- Balance creative direction, brand consistency, and technical execution across projects.

FREELANCE PHOTOGRAPHER

Dec 2023–Present

- Photograph local and regional music artists including **Sigh (Japan), Witch Club Satan, Sacramentum, and Withermoon**.
- Create visual content that captures the energy, personality, and atmosphere of live music and performance.
- Produce photography for social media and brand content, including work for French Florist.
- Edit and retouch images in **Adobe Lightroom and Photoshop**, including color calibration, masking, and obstruction removal.

- Develop a distinct visual style while adapting to different artists, environments, and creative needs.

Q SOCIAL MEDIA — Remote

Social Media Manager | Mar 2023–Present

- Design and produce Instagram content based on agency strategy, client branding, and creative direction.
- Collaborate with clients and internal teams to develop and refine visual content.
- Manage creative deliverables and deadlines using Google Calendar and agency workflows.
- Progressed from intern responsibilities into a junior design and social media management role.
- Adapt quickly to new creative tools, platforms, and client requirements.

THE TANGENT AGENCY — Remote

Freelance Designer | Mar 2023–Present

- Design and edit short-form TikTok content from concept through final delivery.
- Edit video and audio using **CapCut** while maintaining pacing, visual consistency, and creative direction.
- Contribute visual and conceptual ideas during content development.
- Deliver polished work under tight deadlines and respond efficiently to revisions.

CDM DIGITAL — Van Nuys, CA

Graphic Design Intern | Apr 2021–Nov 2021

- Designed Instagram content to support client brands and strengthen the agency's portfolio.
- Created polished presentations by translating complex information into clear visual communication.
- Collaborated with the creative team and incorporated feedback throughout the design process.
- Developed professional design skills in a fast-paced agency environment.

EDUCATION

WOODBURY UNIVERSITY — Burbank, CA

Bachelor of Fine Arts, Graphic Design

Cum Laude · May 2022

DESIGN & CREATIVE SKILLS

Graphic Design

Branding · Typography · Layout · Social Media Design · Visual Storytelling · Photo Retouching · Image Manipulation

Adobe Creative Suite

Photoshop · Illustrator · InDesign · Lightroom

Photography

Concert Photography · Portraiture · Digital Photography · Photo Editing · Color Correction · Retouching

Digital Content

Instagram · TikTok · Short-Form Video · CapCut · Content Creation

Professional

Creative Direction · Client Communication · Collaboration · Time Management · Meeting Deadlines