

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

Skills

Photoshop
Illustrator
InDesign
Lightroom
Dreamweaver
Microsoft Office
HTML (Email)
Photography
Final Cut Pro
Social Media
Squarespace

Graphic Designer

Evive Health | Nov 2021—Present

- Created digital and print assets that elevated the visual appeal of Evive's data-driven benefits platform, MyEvive, resulting in an increase in user engagement.
- Led the complete overhaul of Evive's HTML emails, print templates, and digital deliverables to better align with refreshed Evive branding, resulting in a more efficient workflow, more cohesive brand identity, and unified user experience.
- Implemented new creative review process to ensure streamlined project management, resulting in swifter project completion time and improved collaboration between cross-functional teams.
- Kickstarted new export process for expedited print deliverables, resulting in a 25% reduction in print delivery time and improved communication with printing vendors.

Art Director

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

- Developed and executed a creative vision for JUF's social media presence, resulting in an increase in engagement
- Created compelling and visually stunning assets, such as illustrations and animations, to develop a cohesive social media strategy that successfully communicates JUF's mission and values to the community.
- 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.

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 the packaging/preflighting of 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 deliverables (programs, brochures, posters) for 20+ productions annually, to create a departmental cohesive look.
- Curated weekly Mailchimp newsletter to 800+ students, achieving a 20% open rate; keeping the department engaged.