

DiAna Crawford

Detroit, MI | dcrawford2@ccsdetroit.edu | 404-573-2835

RELEVANT EXPERIENCE

CareyOn Group

Remote

Freelance Graphic Designer

August 2023

- Create visually compelling designs for digital and print marketing channels, including campaigns, social media, and promotional materials
- Produce and edit short-form video content for social media and marketing initiatives
- Develop brand systems for clients: logos, color palettes, typography, and visual identity guidelines
- Collaborate with clients to interpret creative briefs and translate marketing objectives into visual solutions
- Contribute copywriting to align messaging with brand voice and audience needs
- Maintain organized design files and templates for client projects

ADDITIONAL EXPERIENCE

Applebaum Fellow

Detroit, MI

College for Creative Studies (CCS)- Community Art Partners

June 2025

- Revitalized recruitment by updating contact lists and posting job openings across digital and local channels, boosting candidate reach
- Streamlined applications, interviews, and hiring workflows to increase operational efficiency
- Contributed creative ideas and visual improvements while redesigning interactive elements for Fall Training
- Organized files, new hire documents, and digital assets to ensure smooth program operations
- Designed an eye-catching promotional flyer that elevated CAP initiatives, drove engagement, and reinforced brand identity

College for Creative Studies

Detroit, MI

Cultural Passport Tour Guide

2025- Present

- Lead interactive campus tours for prospective students, showcasing CCS programs and facilities with engaging storytelling
- Design and facilitate activities that enhance visitor participation and overall experience
- Manage tour schedules, staff assignments, and resources to ensure smooth operations
- Collect and analyze visitor feedback to optimize outreach and recruitment strategies
- Collaborate with staff to support marketing initiatives and promote the CCS brand

Canine To Five

Detroit, MI

Client Experience Representative

2019- 2023

- Delivered exceptional client experiences while keeping schedules and operations seamless
- Streamlined communications and information flow to boost efficiency
- Partnered with team to achieve business goals and elevate client satisfaction
- Designed and executed attention-catching lobby and marketing materials to strengthen brand presence

EDUCATION

College for Creative Studies Detroit, MI
Interdisciplinary Art and Design | GPA: 3.8 May 2026

- Relevant Coursework: Digital Imaging, Photography Studio Lighting, Color and Light Theory, User Experience Research, Commercial Production and Content Creation
- Awards/Honors: President's List Fall (2024) Winter (2024, 2025) Dean's List Fall (2025)

Oakland County Community College Farmington Hills, MI
Associate of Applied Science Graphic Design | GPA: 3.9 May 2023

- Relevant Coursework: Adobe InDesign, Adobe Illustrator, Adobe XD, Advertising Design, Brand Identity, Digital Typography, Design Strategy, UI/ UX Research and Design
- Awards/Honors: Dean's List Fall (2021, 2022) Winter (2022, 2023) Summer (2023)

AFFILIATIONS & ACTIVITIES

College for Creative Studies Student Government Detroit, MI
Interdisciplinary Art and Design Department Student Representative 2025

College for Creative Studies Black Student Union Detroit, MI
Vice President 2025

North Cass Corridor Union Detroit, MI
Trustee/ Community Stage Co-Chair 2022

Phi Theta Kappa National Honor Society Farmington Hills, MI
Member 2022

SKILLS & INTERESTS

Design: Marketing Design, Layout, Typography, Visual Research, Brand Consistency

Digital & Social: Social Media Graphics, Basic Video Editing, Short-Form Video Content

Production: Print Production, Material Awareness, Sustainable Design Considerations

Software: Adobe Illustrator, InDesign, Photoshop, Lightroom Classic, XD, Figma, FigJam, Miso, Asana, Premiere Pro, Canva

Collaboration: Interpreting Creative Briefs, Cross-Functional Teamwork, Asset Organization