Although top-down job redesign can improve employees’ psychological experiences of work, the benefits are often short-lived. Scholars have suggested that when employees redesign their own jobs through job crafting, they may achieve more sustainable psychological gains due to customizing tasks and participating in the process. However, we propose that job crafting may be necessary but insufficient for lasting improvements. Building on psychological theories of agency and adaptation, we propose that “dual crafting”—crafting jobs while developing complementary skills—enables longer-term gains by facilitating broader and more continuous initiative that attracts greater social support. Further, we suggest that the positive psychological impact of crafting facilitates increases in job performance. We tested these hypotheses in a field quasi-experiment in a global Fortune 500 technology firm, with 152 employees participating in workshops focused on job crafting, dual crafting, or skill development. Longitudinal supervisor and coworker ratings of employee happiness and performance showed that job crafting yields short-term gains. In contrast, dual crafting can yield lasting gains for higher-level employees, but also increases the likelihood of role transitions. We discuss evidence of explanatory mechanisms and describe theoretical implications for job crafting, job redesign, individual agency, and the psychological experience of work.