

Crystal Ellis. Digital Designer. Brooklyn, NY.

I love making user-friendly digital experiences, illustrating, rock climbing and wondering how this paragraph would reflow for mobile and tablet.

Work Experience —

Barrel NY, Digital Agency

Designer

January 2014 - Present | New York, New York | BarrelNY.com

Designing responsive and user-friendly e-commerce web design systems for a diverse range of clients from startups to well-established brands. Experience includes:

- Taking a website concept from ideation to launch
- Extending a client's existing brand by defining styles for the web, improving & testing the user experience, sketching wireframes, creating UI elements, illustrations and iconography and art directing photography
- Presenting design concepts to clients and communicating with clients on design feedback through Basecamp and email throughout the project
- Mentoring and working closely with Junior Designers to help them carry out an established design system across multiple pages
- Managing and art directing photoshoots, working closely with photographers on set
- Collaborating and communicating with User Experience Designers, Developers and Producers to manage project goals and timelines
- Constantly refining processes and developing new solutions for client projects, as well as internal workflow and communication
- Developing style guides, creating tablet and mobile mockups, annotating files for development, testing final product for visual and functional QA

Armani Exchange Corporate

Graphic Designer (Print & Web), Marketing Department

2012 - 2014 | New York, New York

Catapult Design, Branding Studio

Graphic Designer

2011 - 2012 | Phoenix, Arizona

Make-A-Wish America

Junior Graphic Designer (Print & Web), Marketing Department

2010 - 2011 | Phoenix, Arizona

Contact Me —

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in @crystalellis

Education —

Visual Communication Design,
Bachelor of Science

4.0 GPA

Arizona State University

2007 - 2011 | Tempe, Arizona

Honors & Awards —

Communication Arts Webpick of the Month: Edible Schoolyard (esynyc.com), 2016

Graduated Summa Cum Laude, 2011

Dean's list, 2007 - 2011

Provost Scholarship, 2007 - 2011

William Koenig Scholarship, 2010

Proficiencies —

Programs and Apps: Sketch, Adobe CC programs, Invision, Basecamp, Keynote, Microsoft Word, PPT, Excel

CMS platforms: Wordpress, Shopify

Designing for the web: HTML, CSS, knowledge of coding limitations, responsive design, user experience design

Photography: Managing shoots, art direction, photo editing

Typography, grid structure, layout and branding

MAC & Windows platforms