

# Crystal Ellis.

## Senior Visual Designer.

### New York City.

#### Work Experience —

2017 - Present

##### **Smart Design**

*Senior Visual Designer, NYC*

Strategic digital product design for clients such as Capital One, Gatorade, the CDC and more. Experience includes:

- Designing for iOS, Android, Web and Service/Experience.
- Conducting research, synthesizing findings and providing strategic recommendations.
- Involvement with several internal initiatives around gender inclusivity.

2014 - 2016

##### **Barrel Digital Agency**

*Digital Designer · NYC · BarrelNY.com*

Designing responsive and user-friendly e-commerce web design systems for client ranging from startups to well-established brands. Experience includes:

- Extending a client's existing brand by defining styles for the web, creating illustrations, iconography and art directing photography.
- Sketching wireframes and defining user experience through content heirarchy, user flows, copy writing, UI styling and user testing.
- Collaborating with User Experience Designers, Developers and Producers to manage project goals and timelines.
- Developing style guides, creating tablet and mobile mockups, annotating files for development, testing final product for visual and functional QA.

2012 - 2014

##### **Armani Exchange Corporate**

*Graphic Designer (Print & Web), Marketing Department  
New York City, New York*

2011 - 2012

##### **Catapult Design, Branding Studio**

*Graphic Designer  
Phoenix, Arizona*

2010 - 2011

##### **Make-A-Wish America**

*Junior Graphic Designer (Print & Web), Marketing Department  
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

#### Mentions & Awards —

Project Jr. work featured in 3-part article series on Fastco.com, 2018

Awwwards Nominee: Bastide.com, 2017

Communication Arts Webpick of the Month: Edible Schoolyard, 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, Principle, Invision, Basecamp, Keynote, Microsoft Word, PPT, Excel, Keynote, Google docs

Design thinking, design systems, strategy research, user experience design

CMS platforms: Wordpress, Shopify

Designing for iOS & Android

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

Typography, grid structure, layout and branding

MAC & Windows platforms