

CRYSTAL WHITE

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Art Director | Senior Designer

Art Direction | Digital Illustration | Graphic Design

Digital native, leader of other creatives, and go-to person with gift for developing flexible, creative design solutions for a variety of different product-focused brands. Superb problem solver known for ability to improve processes, remove roadblocks, and coach/onboard new hires. Thrive in collaborative, open communication-focused environments.

Bilingual (English, German)

▲ email campaign revenue 40% – 50%

Grew T.J.Maxx from ~\$0 to low
6 figures

Significantly ▲ department
productivity via training

AREAS OF EXPERTISE

Art Direction
Digital Content/Brand Management
Graphic/Brand Design
Customer Satisfaction
Quality Assurance

Responsive Website Design
Digital Creative
Problem Solving
Product Development
Project Management

Coaching/Mentoring
Presentation Skills
Team Leadership & Development
Cross-Functional Collaboration
Verbal/Written Communication

Technological Overview: Microsoft Office Suite (Word, Excel, PowerPoint) | Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Corel Painter | MailChimp | Canto Cumulus | Asana | iTopia | WordPress (including WooCommerce plugin) | Slack | Mac/PC proficient

PROFESSIONAL EXPERIENCE

PUNCH STUDIO

2011 – PRESENT

Assistant Digital Art Director (2019 – Present)

Ensure consistent look and feel for 6 company websites, including 3 wholesale and 3 retail brands. Design all digital collateral in alignment with brand standards, as well as perform day-to-day maintenance of product offerings. Generate static and motion designs for social media stories and write copy for Molly & Rex Instagram account as its sole voice on social media.

- Increased email campaign revenue 40% to 50% by doing competitive research that yielded insight into ways to upgrade email blast design and content.
- Significantly increased Instagram followers for Molly & Rex brand by targeting a younger demographic and creating copy with a uniquely differentiated voice.

Lead Designer (2015 – 2019)

Direct workflow and design of key accounts, creating a variety of products in compliance with corporate buyers' needs. Art directed 3 – 4 rotating direct reports. Primary accounts included Bed Bath and Beyond, Burlington, Cracker Barrel, Ross, and T.J.Maxx.

- Accelerated T.J.Maxx business from nearly \$0 to low six figures, from 2015 to 2017, by partnering with Bath and Beauty department buyers to develop new bath and soap items.
- 2017 and 2018: Achieved ~50% YOY business increases for two consecutive years with Burlington by collaborating with its buyer to create fresh looks for stationery items.
- Promoted to Assistant Digital Art Director.

PUNCH STUDIO, CONTINUED...

Design Instructor (2014 – 2019)

After creating position in 2014, built design training program from the ground up that onboarded new hires in organization's workflow, best practices, and responsibilities. Helped roll out and implement new efficiencies throughout the design department.

- Trained 30+ creatives, cut design time several hours, and significantly improved workflow while carrying out duties concurrently with Graphic Designer and Lead Designer roles.
- Slashed time to find assets from hours to minutes by designing a digital backup archive as part of collaborating with the Digital Asset Management team to establish and launch a new server space within a 6-month timeframe.

Graphic Designer (2014 – 2015)

Promoted to assist the Molly & Rex Lead Designer in brand development by fleshing out/completing existing designs. Reviewed and performed quality assurance on product samples.

- Designs were spotlighted on *The Today Show* as part of a segment on trendy items and sold in Barnes and Noble stores for 3+ years.

Assistant Designer (2011 – 2014)

Brought on board to expand partially completed designs created by Lead Designers and Graphic Designers, as well as create new items based on an existing design.

- 2011: Instrumental in contributing to a year in which the company's profits significantly exceeded the previous year's by creating designs that were featured prominently across various collections.
- Entrusted to build a significant portion of firm's "Everyday 2011" catalog within 2 months of hire.

Additional Experience as Associate Editor with Modern Method, LLC.

EDUCATION, PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Bachelor of Fine Arts (BFA) in Illustration | Syracuse University
Summa Cum Laude

Professional Development:

WordPress for Beginners-Master WordPress Quickly | Udemy (2019)

How to Build an ECommerce Store with WordPress & WooCommerce | Udemy (2019)

The Ultimate eCommerce with WooCommerce Course | Udemy (2019)

Certifications:

Maintaining a Positive Work Culture | CPEhr (Aug 2016)

Building Great Leadership Skills | CPEhr (May 2015)

Managing Difficult Employees/Progressive Discipline | CPEhr (May 2015)