

CRYSTAL WHITE

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Production Design Lead

Art Direction | Project Management | 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 and media-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.

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, Bridge) | Corel Painter | MailChimp | Canto Cumulus | Asana | iTopia | WordPress | WooCommerce | Canva | GSuite | Slack | Mac/PC proficient

PROFESSIONAL EXPERIENCE

BOOM! STUDIOS

2021 – PRESENT

Production Design Lead (Dec 2021 – Present)

Ensure look and feel across assets for Marketing and Sales departments including print and digital advertising needs, social media, merchandise, Diamond Previews catalog, and the BOOM! Studios DTC website. Design supportive materials for BOOM! Studios' comics, graphic novels and film/tv productions. Generate static and motion designs for social media stories. Direct workflow of projects across multiple activations for 2-3 rotating reports. Supervise 2 direct reports and provide reviews, mentorship, and internal career advocacy. Collaborate with stakeholders and project managers across Editorial, Marketing, Sales, and Operations to extend leadership and support to the entire business.

- Trained multiple creatives and improved workflow and integration time while carrying out daily duties concurrently.
- Collaborate with media licensors: The Jim Henson Company, Alcon, Hasbro, Disney, Netflix, Nickelodeon.
- Created social assets that increased engagements by up to 353% week over week via social media assets, hitting an all time high of 11,654 Twitter engagements.
- Designed and directed merchandise for BOOM! Studios' The Expanse: Dragon Tooth Kickstarter which cleared \$400,000 in backer pledges within 24 hours of launch and topped over \$1.4MM by end of campaign.
- Designed collateral and giveaway material to support BRZRKR and Keanu Reeves' Hall H appearance at SDCC 2022.

Production Designer (Apr 2021 – Dec 2021)

Design print and digital sales, marketing, and advertising collateral while ensuring consistency and accuracy across mediums. Bring marketing materials into alignment while being responsible for iterating on existing approaches and creating new looks. Work across departments with Production Design, Marketing, and Sales to provide coordinated deliverables.

- Improved process and turnaround time on Diamond Previews catalog section, BOOM's primary B2B retailer point of sale.
- Increased successful interdepartmental communication between Marketing, Sales, and Production Design.
- Promoted to Production Design Lead.

PUNCH STUDIO

2011 – 2021

Assistant Digital Art Director (2019 – 2021)

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.

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.

Assistant Designer > Graphic Designer (2011 – 2015)

Designed home decor and stationery for a variety of clients, including in-house catalog. Iterated on existing collections and performed quality assurance checks on all samples from factory.

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:

Illustrator CC Masterclass 2020 | Udemy (2020)

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:

Dignity and Respect in the Workplace | TriNet HR (Apr 2023)

Sexual Harassment: Maintaining a Respectful Workplace | TriNet HR (Nov 2021)