


# CRYSTAL FEAGANS

## VISUAL DESIGNER

Portfolio: [www.crystalfeagans.com](http://www.crystalfeagans.com)

### CONTACT

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### PROFICIENCIES

- Adobe Creative Cloud
- Photoshop
- Illustrator
- Indesign
- Acrobat
- Dreamweaver
- Animate/Flash
- After Effects
- Adobe XD
- Figma
- Html/CSS
- G-suite
- Microsoft Office
- Wordpress
- Powerpoint

### WORK EXPERIENCE

#### Visual/Digital Graphic Designer (*Senior Creative Lead*)

*Home Care Delivered / Feb. 2018 - Present*

- Developed and lead an ongoing re-branding overhaul, successfully redesigning all print and digital marketing pieces to be up to date with new brand standards. Educating internal stakeholders on the importance of brand and design.
- Serves as lead creative point of contact with internal stakeholders and subject matter experts, working with multiple teams to bring a project through completion.
- Improved workflow through the innovation of version control rules, naming conventions and document release systems. Created and organized an "all-in-one-place" reusable asset library. Designed digital and print templates in a variety of formats such as pdf, word, email, powerpoint for interdepartmental use.
- Managed relationships with outside vendors to secure estimates, samples, proofs and timelines. Onboards, and mentors freelance designers to ensure brand standards are met. Provides art direction to "designer-adjacent roles."
- Responsible for design and updates on the corporate website working in wordpress CMS.

#### Creative Services Designer

*Nexstar / (Formally) Media General / May 2010 - Nov. 2012 & Nov. 2013 - Dec. 2017*

- Created & designed digital ad solutions covering a multitude of clients for use on over 100 broadcast market websites. Digital works include banner advertising, html5 animations, eblasts, landing pages and social media ads.
- Communicated with the clients to successfully translate their wants and needs into functional cohesive design. Provided copywriting as needed.
- Proven ability to self-manage multiple projects at once while maintaining tight turn around times.
- Monitored the support box, addressed any time sensitive requests.
- Created and presented informational webinars on digital products and best practices with the goal of empowering new sales teammates.
- Researched trends and self-trained on new and emerging digital technologies.

## EXTRAS

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- DIVI (CMS)
- Asana
- Canva
- Slack
- Email builders  
(mailchimp/pardot/salesforce)
- Unbounce

## EDUCATION

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### Long Island University, C.W. Post Campus

Brookville, NY

### Bachelor of Fine Arts Focus in Digital Art and Design

Graduating with Honors, and served as vice president of DADA, the student run Digital Art and Design Association of Long Island University, C.W. Post.

## INTERESTS

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When I'm not working on my latest graphic design project, I might be gardening, cuddling with my cats or working in my pottery studio.

At the end of the day, I am a creator/artist/maker at heart and love a good project to keep me busy.

## EXPERIENCE CONTINUED

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### Sr. Flash Developer

*Stefanini / Jan. 2013 – Nov. 2013*

- Provided web and interactive graphic support to clients by introducing solid design principles, branding & visual hierarchy to client's web portals.
- Provided general graphic design needs to Stefanini corporate in the form of web assets, powerpoint design and word design/formatting.

### Graphic Designer

*S&R Communications Group / Sep. 2007 – Feb. 2010*

- Conceptualized and designed print and digital collateral for a multitude of healthcare clients. Works include: posters, brochures, journals, postcards, folders, CDs, tradeshow graphics, static and animated web banners and web design.
- Created, branded and formatted templates for powerpoint presentations, including informational design such as charts graphs and custom illustration.
- Served as main designer for email design and digital banner animation.
- Brainstormed new client pitch ideas, created ad concepts and artwork mock-ups, working with Art Directors and Copywriters.

### Graphic Designer

*Sinclair Institute / Feb. 2007 – Aug. 2007*

- Designed the monthly product catalog, along with other direct mail pieces.
- Organize and retouched all incoming photography. Prepped catalog and maintained image files for the web, also provided general graphic support to all departments.

### Graphic Designer

*UTStarcom Personal Communications / Oct. 2004 – Jul. 2006*

- Designed various marketing materials such as brochures, spec sheets, manuals, box art, posters and trade show graphics.
- Retouched all incoming product photography and prepped the digital files for print and web use.
- Supported the sales team by creating and upkeeping powerpoint presentations.