


# CRYSTAL FEAGANS

## SENIOR 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

#### Senior Graphic Designer

*TalentLaunch / Mar. 2023 - June 2024*

- Collaborated closely with the Creative Director and other marketing team members to design multi channel creative for multiple brands in an agency-like setting with quick turnaround times.
- Participated in stakeholder meetings to brainstorm new creative ideas, lending design guidance and offering solutions for more engaging marketing materials. Acted as mentor to junior designers, offering feedback, advice and training.
- Contributed to team efforts by executing a wide variety of design related tasks across print and digital channels (flyers, brochures, marketing collateral, presentations, signage, emails, templates, social media ads, video reels, brand identity design, landing pages, website design and more). Supported various marketing initiatives old and new, client campaigns and internal campaigns.
- Designed landing and web pages in Wordpress using the Divi Builder and onboarded to Gutenberg and Kadence builders for improved optimization.
- Redesigned sales presentations to be more visually impactful, leading to new business leads.

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

*Home Care Delivered / Feb. 2018 - Feb. 2023*

- Developed and led 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 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 in wordpress CMS.

## EXTRAS

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- DIVI (*Wordpress CMS*)
- Gutenberg (*Wordpress CMS*)
- Asana
- Canva
- Slack
- Email builders  
(*mailchimp/pardot/salesforce/sense*)
- 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**

Graduated 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 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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### **Creative Services Designer**

*Nexstar / (Formally) Media General / May 2010 – 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.

### **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.