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Adobe Skills



UX Skills



Krystle Morosey

Dynamic Graphic Designer

I am a passionate, self-motivated Graphic Designer and have 10+ years of experience in the industry. I create modern, unique, and fresh designs for clients that range from small business owners to Fortune 500 companies. My well-rounded portfolio includes digital marketing, brand development, print design, packaging, and UX design.

My artistic talents and ongoing industry experience deliver unmatched creativity. You can expect an immediate impact once added to your team. Let's work together, contact me today!

Education

2009 | Digital Media Arts College/Lynn University
Bachelor of Fine Arts

2006 | ITT Technical Institute
Associate of Multimedia-IT

Awards

34th Healthcare Advertising
Silver Award Winner

July 2019 Employee of the Month
at Take 5 Media Group

Experience

39 Ft. Creative | **Brand & UX Designer**
2020 - Present

- Create a unique brand identity for small business owners along with digital and print marketing collateral maintaining brand consistency
- Manage and complete several projects simultaneously
- Problem-solve with clients throughout the design process
- Use of Adobe XD to create wireframes to design WordPress websites with Elementor to increase ROI

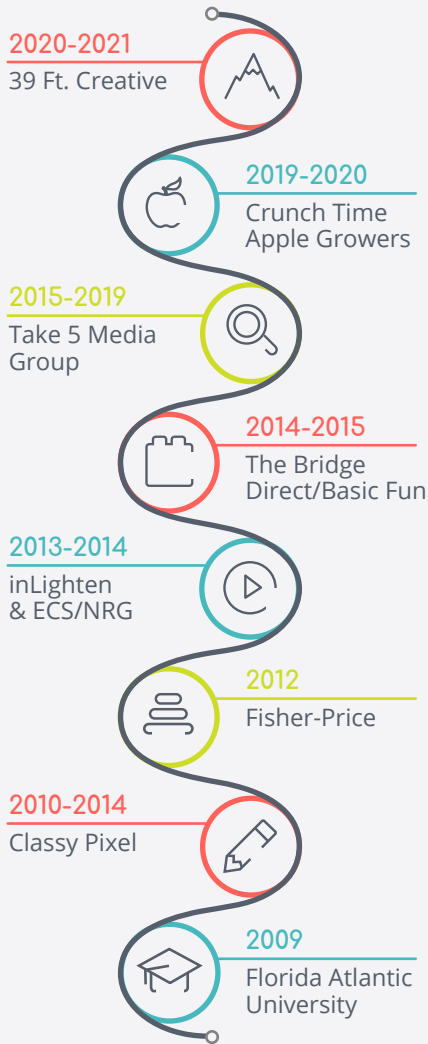
Crunch Time Apple Growers | **Freelance Designer**
2019 - 2020 | 7MOS

- Collaborated with the marketing team to elevate print and web collateral for SnapDragon and RubyFrost apples
- Managed and completed several projects simultaneously while meeting deadlines
- Created exhibition and event design and assisted in the production of materials
- Managed and retouched photos for digital and print ads

Take 5 Media Group, LLC. | **Sr. Graphic Designer/UX Designer**
2015 - 2019 | 3YRS & 9MOS

- Supervised entry-level designer, provided art direction, and overseen collateral
- Initiated onboarding design calls with new clients
- Delegated workflow to ensure efficiency throughout team members
- Lead in the design of rebranding the company with a fresh timeless look
- Created brand guidelines to maintain consistency throughout designs
- Implemented name system for marketing pieces
- Strategically designed and coded creatives with efficiency for Fortune 500 clients
- Managed multiple email campaigns while meeting deadlines
- Retargeted using web banners for more consumer awareness
- Updated and troubleshoot code techniques to ensure cross-platform optimization
- Understood client objectives and expectations for each campaign
- Problem-solved with client services and sales

My Journey



The Bridge Direct/Basic Fun | **Lead Packaging Designer**

2014 - 2015 | 1YR & 4MOS

Estimated \$100MM in annual sales

- Created, edited, and maintained packaging dielines
- Maintained brand style guidelines with newly developed concepts
- Partnered with Marketing to rejuvenate familiar childhood brands
- Managed the global toy packaging design portfolio
- Interfaced between Marketing and international manufacturing partners
- Enhanced on-shelf presence with new packaging designs
- Prioritized daily project work on brands such as WWE, NBA, Fisher-Price, Lite-Brite, Shopkins, and Raggedy Ann
- Mainstreamed the workflow process of incoming requests, especially for Toy Fair
- Coached design colleagues on improving overall design quality and efficiency
- Created high-resolution photography for catalog and web use

Energy Curtailment Specialists/NRG | **Graphic Designer**

2013 | 1YR

- Designed printed materials to obtain new customers
- Worked closely with programmers to optimize websites
- Internally designed monthly safety poster to maintain a safe working environment
- Redesigned brochures and booklets to meet brand guidelines
- Collaborated with marketing team to develop unique advertising techniques
- Managed and designed sell sheets for optimized sales
- Composed detailed infographics to educate customers to save energy

inLighten, Inc. | **Motion Designer**

2013 | 7MOS

- Designed and brainstormed static animation
- Created 30-second promotional commercials
- Edited videos to match the look and feel of each animation
- Strategically placed keyframes to obtain fluid animation
- Designed welcome screens for interactive kiosks

Fisher-Price | **Packaging Designer**

2012 | 1YR

Over \$2B + in annual sales

- Drove sales with packaging line refresh
- Designed multi-language packages for international use
- Created mockup packages for marketing research
- Assembled planograms for Little People and Infant packages
- Revised the dieline to follow through with design elements
- Worked with structural engineer to develop new dieline
- Proofread with copywriters to ensure accurate content for each toy
- Photo manipulated and retouched photography

Classy Pixel | **Owner & Graphic Designer**

2010 - 2014 | 4YRS & 3MOS

- Held one on one meetings with clients to determine their marketing and design vision expectations, budget, and deliverable timeframe
- Prioritized revisions and completed them to effectively meet deadlines
- Created proposals and contracts for specific design projects
- Established a brand identity for small business owners along with marketing collateral
- Managed and completed several projects simultaneously
- Collaborated with clients to create a brand vision and share project progress
- Maintained clients relationships and their websites