



KRYSTLE MOROSEY

Brand Strategist & Digital Experience Designer

With over 12 years of experience turning complex ideas into scalable, high-performing design systems, I bring strategic thinking, creative leadership, and a proven track record to every project. From ADA-compliant websites to global brand identities, I'm known for building visual ecosystems that feel effortless, intuitive, and impactful, and for elevating brands that drive measurable ROI.

I bring the kind of multidisciplinary thinking that turns good design into great business outcomes.

(716) 200-9011

MoroseyK@gmail.com

classypixel.com

[LinkedIn](#)

NexCore Group

UX/UI Designer & Brand Strategist

2021–2025

Led the complete rebrand for a top healthcare real estate developer, delivering a unified brand system that boosted investment and leasing opportunities by 30–40%. Art-directed 5 senior living brands and launched 5 ADA-compliant websites while directing designers and managing cross-functional initiatives across digital, print, and environmental design.

- Art directed 5 senior living brands from concept to execution, creating comprehensive brand systems and go-to-market strategies that ensured consistent brand expression across every touchpoint
- Launched 5 ADA-compliant, responsive websites from concept to go-live within tight timelines, collaborating with an outside developer to drive ongoing UX improvements
- Trained and guided 5 junior designers on design quality and best practices while leading cross-functional collaboration across departments to drive project success
- Produced B2B and B2C design collateral for both clinical and patient-facing audiences spanning, web, email campaigns, and digital marketing materials
- Directed outside vendors and designed B2B environmental signage, monument signs, vehicle wraps, and tradeshow displays, ensuring brand guideline compliance across senior living communities

39 Ft. Creative

Brand & UX/UI Designer

2020–2021

Built brand and digital solutions for small business clients from the ground up, turning early-stage concepts into high-performing visual identities that elevated brand recognition and connected with target audiences. Designed and built responsive, ADA-compliant WordPress sites with detailed wireframes and user flows, delivering complete projects under tight deadlines while collaborating closely with clients to uncover opportunities and exceed business objectives.

- Crafted brand identities and WordPress websites that authentically captured each client's values, resonated with their target audience, and strengthened brand recognition
- Managed multiple concurrent projects from kickoff to launch, consistently delivering on time under tight deadlines
- Designed and built high-converting Elementor websites for e-commerce businesses, turning visitors into customers and delivering measurable ROI
- Created integrated print and digital collateral that ensured consistent brand storytelling across every touchpoint

Take 5 Media Group

Art Director + Sr. Graphic Designer & UX/UI Designer

2015–2019

Directed a team of 5 designers across all marketing collateral, ensuring brand consistency throughout the new brand system. Led new client onboarding calls through strategic design consultations and creative direction for Fortune 500 email campaigns, strengthening relationships and accelerating project delivery.

- Spearheaded a full company rebrand, delivering a fresh and timeless visual identity that reinforced brand authority and cultivated client trust
- Led a team of designers to a 25% increase in productivity by establishing optimized brand templates, guidelines, and a new print collateral naming system for the sales team
- Increased brand awareness and conversions by 20–30% through retargeting digital ad banners
- Hand-coded responsive email templates for Fortune 500 clients, ensuring cross-platform compatibility and on-time delivery across every campaign

Skillsets

Art Direction
 Brand Management & Strategy
 Brand Systems Development
 Cross-Functional Leadership
 Digital Marketing
 Email Marketing
 Front-End Development
 Packaging Design
 Project Management
 UX/UI Design

Achievements

Google UX Design Certificate

Employee of the Month
at Take 5 Media Group

34th Healthcare Advertising
Silver Award Winner

Toolkit

Adobe Creative Cloud
(Illustrator, InDesign, Photoshop)

Asana
 Canva
 CapCut
 Elementor
 Figma
 Hotjar
 HTML & CSS
 Mailchimp
 Slack
 WordPress



Education

Digital Media Arts College
NKA Lynn University
Bachelor of Fine Arts

ITT Technical Institute
Associate of Multimedia-IT



She brings a uniquely holistic approach

"Rare creative force" is the phrase that comes to mind when I think of Krystle. She brings a uniquely holistic approach to brand building—considering every touchpoint from logo development and brand voice to visual identity and UI/UX. Krystle has a remarkable ability to translate strategy into stunning, user-centered design that doesn't just communicate—it connects, inspires, and drives engagement.

Basic Fun! Packaging Designer

2014–2015

Created eye-catching packaging designs and developed new dielines for 7 major toy brands spanning hundreds of SKUs, revitalizing iconic childhood brands through modern design approaches while leading creative collaboration with marketing and manufacturing partners to optimize production workflows.

- Managed brand portfolio for 7 major brands, including WWE, NBA, Fisher-Price, Lite-Brite, Shopkins, and Raggedy Ann & Andy
- Reduced package size by 30%, improving shelf visibility and fitting more units per display while cutting production turnaround times by 25% and increasing ROI
- Drove a 15% increase in operational efficiency for the New York Toy Fair by developing a custom checklist process that streamlined product requests and improved delivery timelines
- Led and mentored 3 junior designers on design quality, workflow management, and best practices, driving improved team performance and creative output
- Produced high-quality product photography that strengthened brand storytelling and supported consistent visual presentation across global markets

NRG Energy Graphic Designer

2013–2014

Conceptualized and produced multi-channel advertising campaigns for energy conservation initiatives that grew market reach and drove customer action. Led UX improvements in collaboration with developers, redesigned the main navigation, and implemented accessibility standards that enhanced overall site functionality.

- Created educational energy conservation infographics that increased customer participation in peak-hour reduction programs by 30%, resulting in lower energy costs and improved grid efficiency
- Produced sales-driven brochures, sell sheets, and postcards for smart energy solutions that streamlined the sales process and improved team efficiency by 20%

Fisher-Price Packaging Designer

2012

Owned the end-to-end packaging redesign for Fisher-Price's Infant toy line, executing a large-scale brand refresh across 50+ products while ensuring global consistency and driving retail performance from concept through final production.

- Created mockup packages for marketing research and consumer testing, using data-driven insights to guide and refine design decisions
- Redesigned dielines to reduce package footprint, then assembled planograms that optimized retail placement, increased units per display, and maximized product visibility across global markets
- Designed multi-language packaging for international markets, maintaining consistent global brand standards while working with international manufacturing partners

Classy Pixel (Freelance) Creative Director & Brand Strategist

2010–2014

Founded and ran a freelance design studio serving small business clients across multiple industries. Translated each client's unique vision into compelling brand identities and results-driven websites that delivered meaningful business impact, while managing multiple concurrent projects end-to-end and producing integrated print and digital collateral for consistent cross-platform brand storytelling.

- Designed logos and comprehensive brand identities for clients across wellness, medical, legal, and entertainment industries, creating distinctive visual systems that authentically captured each client's unique voice
- Built informational websites that established a professional digital presence for emerging businesses at a time when web visibility was becoming a critical business differentiator
- Generated consistent new business through client referrals, reflecting a strong reputation for delivering design that resonated with target audiences and supported business growth

