KRYSTLE MOROSEY

Brand Strategist & UX/UI Designer

CONTACTS

(716) 200-9011
MoroseyK@gmail.com
classypixel.com
LinkedIn

KEY ACHIEVEMENTS

MEASURABLE BRAND IMPACT

30-40% growth in investment and leasing activity from a single brand overhaul

ELEVATED TEAM PRODUCTIVITY

Boosted design team output by 25% while leading a 5-person team and streamlining brand template systems

ELEVATED ACCESSIBLE DESIGN

Led cross-agency collaboration with developers to launch 5 ADA-compliant, user-focused websites

SKILLS

Brand Strategy • Art Direction • UX/UI Design • Design Systems • Visual Identity Design • Cross-Functional Leadership • Accessibility • ADA-Compliant Web Design • Responsive Web Design • Information Architecture • Wireframing & Prototyping • Digital Marketing • Email Marketing • Project Management • Team Leadership & Mentorship • Packaging Design • Vendor Management

SUMMARY

12+ years of experience across brand identity, UX/UI design, digital marketing, packaging, and art direction. Strategic, multidisciplinary approach to developing cohesive brand systems and user-focused digital experiences that strengthen brand consistency and fuel business growth.

EXPERIENCE

Brand Strategist & UX/UI Designer
NexCore Group
2021 – 2025
Denver, CO

Led the complete rebrand for a top healthcare real estate developer, building a unified brand system that boosted investment and leasing opportunities by 30-40% 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, best practices, and brand templates while leading cross-functional collaboration across departments, accelerating project timelines and design quality
- Produced B2B and B2C design collateral for both clinical and patient-facing audiences across web, email campaigns, and digital marketing materials
- Directed outside vendors and designed environmental signage, monument signs, vehicle wraps, and trade show displays, ensuring brand guideline compliance across the portfolio

Brand & UX/UI Designer
39 Ft. Creative
2020 – 2021
Thornton, CO

Built brand and digital solutions for small business clients from the ground up, translating early-stage ideas into high-performing visual identities and ADA-compliant WordPress sites that launched quickly, generated more leads, and earned repeat business and client referrals.

- Partnered closely with each client to uncover their values and translate them into a distinct brand look and feel that strengthened brand recognition and felt authentic to who they were
- 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

Art Director + UX/UI Designer
Take 5 Media Group
2015 – 2019
Boca Raton, FL

Directed brand and creative strategy for an email marketing agency, leading client onboarding and design consultations that strengthened relationships and accelerated project delivery for Fortune 500 clients.

- Spearheaded a full company rebrand, delivering a fresh and timeless visual identity that reinforced brand authority and cultivated client trust
- Led a team of 5 designers, boosting productivity 25% through optimized brand templates, guidelines, and a new print collateral naming system for the sales team, enabling faster campaign launches and greater brand consistency
- 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

TECHNICAL TOOLS

DESIGN & CREATIVE:
Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects), Canva, Figma, CapCut, Affinity

WEB & DIGITAL: WordPress, Elementor Pro, HTML/CSS, Hotjar, Crazy Egg, Gravity Forms, Cloudways

MARKETING & EMAIL: Mailchimp

PROJECT MANAGEMENT & COLLABORATION:
Asana, Slack, monday.com

EDUCATION

Lynn University
Bachelor of Fine Arts

ITT Technical Institute
Associate of Multimedia-IT

CERTIFICATION

Google UX Design Certificate
Coursera

AWARDS

34th Healthcare Advertising Silver Award Winner

Packaging Designer
Basic Fun!

2014 – 2015
Boca Raton, FL

Revitalized iconic childhood brands through eye-catching packaging designs and new dielines for 7 major toy brands, spanning hundreds of SKUs, in close collaboration with marketing and manufacturing partners.

- Managed packaging consistency across 7 major brands, including WWE, NBA, Fisher-Price, Lite-Brite, Shopkins, and Raggedy Ann & Andy, following each brand's guidelines
- 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

Graphic Designer
NRG Energy

2013 – 2014
Buffalo, NY

Conceptualized and produced multi-channel advertising campaigns for energy conservation initiatives that grew market reach and drove customer action, while going beyond the design brief to help close usability gaps on the company site.

- Designed 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 boosted team productivity by 20%
- Identified usability issues on the company site early in the role and stepped up to redesign the main navigation and implement accessibility standards, driving UX improvements in collaboration with developers

Packaging Designer (1 Year Contract)
Fisher-Price

2012
East Aurora, NY

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 worldwide
- Designed multi-language packaging for markets across the globe, maintaining uniform brand standards while partnering with manufacturing teams internationally

Creative Director & Brand Strategist (Freelance)
Classy Pixel

2010 – 2014
Buffalo, NY

Founded and ran a freelance design studio serving small business clients across multiple industries, translating each client's unique vision into compelling brand identities and results-driven websites that delivered meaningful business impact.

- 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 service-based websites for small businesses at a time when web visibility was becoming a critical business differentiator, expanding their audience reach and turning leads into paying customers
- Managed multiple concurrent projects end-to-end, producing integrated print and digital collateral that extended each brand identity across every touchpoint
- Generated consistent new business through client referrals, reflecting a strong reputation for delivering design that resonated with target audiences and supported business growth