Crystal Odenkirk **Graphic Designer**

Concord, CA | 262-488-1986 | crys@crysodenkirk.com | linkedin.com/in/crystal-odenkirk

Summary

I'm a seasoned graphic designer with experience in print production, retail operations, instructional creation/presentation, and large-scale project coordination. Anything you put in my hands I will return with every detail attended to, on-time and under budget. I am obsessed with streamlining workflow processes and solving logistical problems and I thrive in a fast-paced environment.

Skills

- **Design:** Brand Identity and Logo Creation, Color Management and Theory, Concept Art, Digital Mockups, Graphic Design, Print and Digital Layout, Page Layout, Thumbnails, Typography, User Interface Design
- **Digital Assets and Content Creation:** Digital Photo Correction/Manipulation/Retouching, Digital Photography, Fine Art, Illustrations, Production Art, Vector Artwork, Video Editing, Video Production, Video Scripting
- **Software**: Adobe Creative Cloud (Adobe Creative Suite), Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere, Canva, CMSes (such as Wordpress), Figma, Google Workspace (G Suite), Microsoft Office 365 (Word, Excel, etc), PC & Mac Operating Systems, Shopify
- **Soft Skills:** Client/Customer Service, Comfortable taking initiative in both remote and fast-paced, high-volume environments, Cross-team Communication, Excellent written, verbal, and interpersonal communication skills, Stakeholder Support
- **Written Communications:** Copywriting, Editing, Proofreading
- **Project Management:** Budgeting, Cross-functional Workflow Management, Issue Tracking, Maintaining Timelines, Meeting Deadlines
- **Web Development:** Agile Development, CSS, HTML, Javascript, PHP, Web Design

Work Experience

CrysOdenkirk Art Concord, CA

Graphic Designer, Fine Artist, Content Creator • **05/2022 - Present**

- Consulted with clients, offering creative services including the workflow and production of educational, promotional, and marketing content.
- Designed high-impact graphics, assets and resources, branding kits, logos, page layouts, brochures, social media content in various formats, and ready-to-print merchandise and apparel files across multiple platforms for.
- Produced original and custom art. 8 paintings accepted to juried shows in the last year.
- Scripted, researched, filmed, presented, edited and promoted over 100 videos with combined 40,000 views.
- Managed all billing, logistics, marketing and vendor contracts.

Ross Stores, Inc Dublin, CA

Sr. Specialist, Store Presentation (Project Coordinator, Graphic Designer) • **09/2016 - 04/2022**

- Provided creative direction and managed project timelines, deadlines, and budgets on an ongoing basis for 3-5 concurrent monthly issues of The Store Presentation Guide (SPG) book, including development, review and delivery across multiple cross-functional teams including executive stakeholders, special project teams, printers, stores, the communications team, vendors, and the buyer team. This publication communicated merchandising direction, seasonal shop sets, signage sets, featured products, flow maps, store maps, and included salesfloor and stocking toolkits. It was distributed to approximately 1500 stores across the USA and all field leaders.
- Increased efficiency to bring SPG books more than $1000 under budget every year.
- Offered outreach, training, and support to stores and field leaders on merchandising initiatives.
- Created internally-facing instructional and operational tools that translated merchandising initiatives into executable direction for retail store associates. Designed ouput included: merchandising initiatives, diagrams and maps, presentations, event logos, store merchandising handbooks and other ad hoc communications for events and projects.
- Assembled merchandising kits to support the New Store team's initial product set and profitable growth for 10-20 new stores for each round of store openings.

Adecco Dublin, CA

Specialist, Store Communications at Ross Stores, Inc • **04/2016 - 09/2016**

- Redesigned two handbooks, taking them from Word documents and PDF files to stylistically unified Adobe InDesign files.
- Produced impactful written and visual internal communications for store initiatives, policy changes, and operational and HR tasks to support field organization. Distributed communications in a timely manner.
- Maintained store and field leadership intranet across two brands. Strategically organized content and ensured all materials remained current and relevant.
- Built Excel and HTML tools to streamline reports, database updates, and facilitate translation from Buyer industry language to Associate natural language to ensure comprehension and consistency.
- Monitored shared Store Operations email inboxes to promptly address inquiries and share updates.
- Provided event support for yearly leadership conference.

Pre-Press Quality Assurance at Minted • **09/2014 - 12/2015**

- Proofread incoming custom order Adobe Illustrator files for rendering errors and corrected as needed before files were sent to press.

Education

Double Bachelor of Arts in Studio Art and Classical Civilization

Beloit College • Beloit, WI

Projects and Other Experience

@CrysOdenkirkArt Youtube Channel • **05/2022 - Present**

- Produced videos on art, art history, and art supply reviews.