**CRYSTAL WHITE**

**Burbank, CA, US | 302-584-8278 | crystalwhite0404@pm.me | crystalwhitecreative.com**

**Art Direction | Creative Leadership | Graphic Design**

Digital native, leader of other creatives, and go-to person with gift for developing flexible, creative design solutions for a variety of different product and media-focused brands. Superb problem solver known for ability to improve processes, remove roadblocks, as well as coach and onboard new hires. Thrive in collaborative, open communication-focused environments.

**EXPERIENCE**

AUG 2024-Present

**Assistant Manager, Design | Penguin Random House | Los Angeles, CA**

* Lead and manage a dynamic "Marketing Design" team within the BOOM! Studios imprint, overseeing and coaching two direct reports in the creation of collateral materials that enhance comic book content including the design and production of print and digital marketing assets, advertisements, merchandise, apparel, live event collateral, and social media, ensuring cohesive branding across all platforms.
* Oversee the creation of monthly B2B retail solicits and provide supplemental assistance for quality assurance, maintaining high standards across all deliverables.
* Collaborate closely with stakeholders and project managers across Editorial, Marketing, Sales, and Operations, extending leadership and guidance.
* Execute and support various successful Kickstarter and Backerkit campaigns, driving substantial engagement and funding.

APR 2021-AUG 2023
**Production Designer > Production Design Lead | BOOM! Studios | Los Angeles, CA**

* Trained multiple creatives and improved workflow and integration time while carrying out daily duties concurrently.
* Collaborate with media licensors and partners: Keanu Reeves, Michael B. Jordan, The Jim Henson Company, Alcon, Hasbro, Disney, Netflix, Nickelodeon, Wizards of the Coast, SDCC, Baltimore Comic-Con and more.
* Created social assets that increased engagements by up to 353% week over week via social media assets, hitting an all time high of 11,654 Twitter/X engagements.
* Designed and directed merchandise for BOOM! Studios' The Expanse: Dragon Tooth Kickstarter which cleared $400,000 in backer pledges within 24 hours of launch and topped over $1.4MM by end of campaign.
* Designed collateral and giveaway material to support BRZRKR’s Hall H appearance at SDCC 2022.

AUG 2011-APR 2021

**Assistant Designer > Graphic Designer > Design Instructor > Lead Designer > Assistant Digital Art Director | Punch Studio | Culver City, CA**

* Increased B2C email campaign revenue 40% to 50% YOY as Digital Art Director.
* Accelerated TJMaxx business from nearly $0 to low six figures from 2015 to 2017 as Lead Designer.
* 2017 and 2018: Achieved ~50% YOY business increases for two consecutive years with Burlington Stores.
* Trained 30+ creatives as Design Instructor, cut design time several hours, and significantly improved workflow while carrying out regular duties concurrently.
* Slashed time to find assets from hours to minutes by designing a digital backup archive and collaborating with the Digital Asset Management team to establish and launch a new server space within a 6-month timeframe.

**EDUCATION**

**Syracuse University, Syracuse NY. BFA Illustration, *Summa Cum Laude***

**SKILLS**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Bridge), Canva, Microsoft Office Suite (Word, Excel, Outlook), Microsoft Teams, Google Suite (Docs, Slides, Sheets), MailChimp, Slack, Asana, WordPress, WooCommerce, Mac/PC Proficient, Team Leadership & Development, Public Speaking, Art Direction, Brand Management, Copywriting, Quality Assurance, Product Development, Coaching & Mentoring, Cross-Functional Collaboration, Native English, Intermediate German

**DEVELOPMENT & CERTIFICATIONS**

Information Security Awareness Foundations | Bertelsmann 2024
Penguin Random House Anti-Harassment Training CA/Supervisor | Bertelsmann 2023
Illustrator CC Masterclass | Udemy 2020
InDesign CC Masterclass | Udemy 2020
WordPress for Beginners-Master WordPress Quickly | Udemy 2019
How to Build an Ecommerce Store with WordPress & WooCommerce | Udemy 2019
The Ultimate eCommerce with WooCommerce Course | Udemy 2019