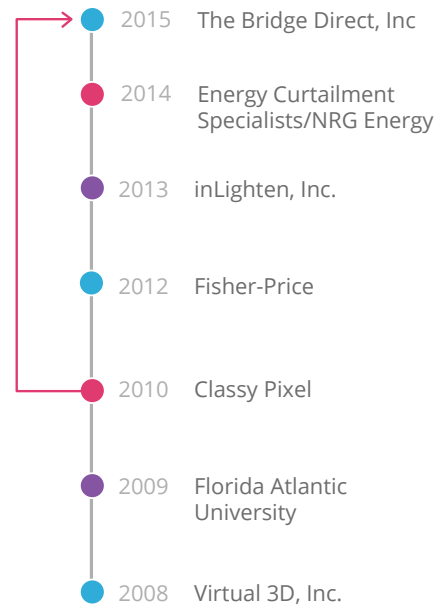


Krystle Morosey

SELF-MOTIVATED
**GRAPHIC
DESIGNER!**



My Adventure



Objective:

Seeking a challenging and rewarding Senior Graphic Designer/Graphic Designer position in the Fort Lauderdale, FL surrounding area.

Art is what moves and inspires me! I have been interested in graphic design since I was 12 years old when my journey began with hand coding my own personal website with HTML.

My design background coupled with my artistic talents and on-going industry experience deliver unmatched creativity for your specific needs. Contact me today, let's chat!

Education

2009 | GPA: 3.58 Digital Media Arts College
Bachelors in Fine Arts/Graphic Design

2006 | GPA: 3.83 ITT Technical Institute
Associates in Multi-Media-IT

Say Hello!

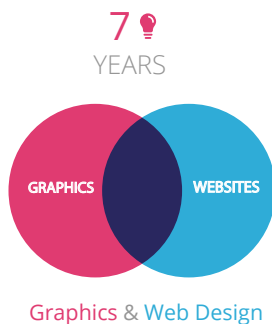
📞 716 200 9011

📍 South Florida

✉ MoroseyK@gmail.com

💻 www.classypixel.com

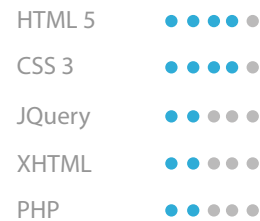
My Skills



5 PROGRAMS



5 WEB LANGUAGES



Design Experience

JUL 14 — ● OCT 15

The Bridge Direct, Inc. Lead Packaging Designer

Estimated \$100MM in annual sales

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 and updated graphics
Maintained brand style guidelines with newly developed concepts

APR 10 — ● PRESENT

Classy Pixel Owner & Graphic Designer

Brainstorm and compose designs based on client expectations
Educate clients to better understand design elements
Complete revisions in a timely manner
Communicate adequately to establish final piece
Effectively meet deadlines and prioritize work flow
Manage monthly project financials
Maintains business relationships and client websites
Establish the brand identity for small business owners
Design print materials for effective advertising

Design Experience

Prioritized daily project work on brands such as WWE, NBA, Fisher-Price, Lite-Brite, Shopkins, and Raggedy Ann

Coded the Bun Bun Toys website to drive brand awareness
Mainstreamed the work flow process of incoming requests, especially for the annual Toy Fair
Coached, taught design colleagues improving overall design quality and efficiency
Created, edited new existing packaging die lines
Created high resolution photography for catalogue and web use

JUL 13 ————— ● JUN 14

Energy Curtailment Specialists/NRG Energy Graphic Designer

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 guides
Collaborated with marketing team to develop unique advertising techniques
Managed and designed sell sheets for optimized sales
Composed detailed infographics to educate customers

JAN 13 ————— ● JUN 13

inLighten, Inc. Motion Graphic Designer

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

JAN 12 ————— ● DEC 12

Fisher-Price Packaging Designer

Over \$2B + in annual sales

Drove sales with packaging line refresh

Designed multi-language packages for international use
Created mockup packages for marketing research
Removed old design and used new design elements
[Assembled planograms for Little People and Infant packages](#)
Revised the dieline to follow through with elements
Worked with structural engineer to develop new dieline
Proofread and worked with copywriters for accurate content for each specific toy
Photo manipulated and retouched photography

JUN 09 ————— ● JUL 09

Florida Atlantic University Web Developer

Coded the University Communications and Marketing online newsletter using HTML & CSS
Maintained website by updating content and graphics

MAY 08 ————— ● NOV 08

Virtual 3D, Inc. Primary Graphic Designer

Balanced multiple projects with tight deadlines
Educated clients to better understand design elements
Worked closely with programmer to establish optimized functionality with websites
Established brand identities, websites, and print materials for multiple companies

DEDICATED, GOAL DRIVEN & 100% UNIQUE

The secret to a successful design is simple; it begins with creativity, trust, and open communication.

References are available upon request
