

CRYSTAL ZIMMERMAN

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EDUCATION

Bachelor of Science

Majors:

- + Marketing
- + Hospitality Management

Minor:

- + Communication

Florida State University

Tallahassee, FL

CERTIFICATES

- + Graphic Design
- + Design Basics
- + Web and Graphic Design

Wake Tech Community College

Raleigh, NC

SKILLS

- + Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- + Figma
- + Wireframing/Prototyping
- + Art Direction
- + User Interface (UI) Design
- + Web Design Fundamentals
- + Brand/Visual Identity
- + Digital and Print Design
- + Visual Hierarchy
- + Typography
- + Color Theory
- + HTML/CSS
- + Animation
- + Demand Generation
- + Asana

EXPERIENCE

Senior Digital Designer

02/2024 – Present

Previous Role: Digital Designer

04/2022 – 02/2024

Salesforce (Aquent) | Remote, Raleigh, NC

- Conceptualize, design, and present compelling visual content including landing pages, banners, paid social ads, email campaigns, and event signage to drive brand awareness and increase user engagement for over a hundred ABM accounts
- Use Figma to develop low and high fidelity wireframes for personalized and co-branded microsites, ensuring seamless navigation and an elevated user experience
- Review briefs, conduct research, and collaborate with stakeholders to determine project scope and establish a unified campaign vision
- Ensure digital designs allow for optimal usability, responsiveness, accessibility, and web standards
- Provide guidance and art direction to external agencies, maintaining accurate representation of the company's brand across all campaigns, projects, and events
- Consulted in the planning, design, and execution of a standardized website template within Salesforce's digital experience and customer journey platform
- Contributed to the development of a self-service interface, enabling marketers to effortlessly customize and export co-branded assets

Design Team Assistant Manager

03/2022 – 04/2022

Previous Roles: Graphic Designer II, Graphic Designer I

08/2020 – 03/2022

Sokal Advertising Agency | Raleigh, NC

- Designed print and digital graphics including ads, emails, animations, logos, and web banners specifically tailored for automotive dealerships nationwide
- Demonstrated a keen commitment to staying versed in the latest industry trends, ensuring brand compliance among all automakers
- Thoroughly reviewed the creative team's designs and provided constructive feedback to ensure alignment with client requests
- Developed strategic layouts and conveyed brand messaging through proper use of typography and visual hierarchy
- Exercised meticulous attention to detail while revising the entirety of the company's recently revamped website, ensuring accuracy, consistency, and readability

Freelance Graphic Designer and Small Business Owner

12/2015 – Present

Etsy, DecorAmoreStore | Remote, Raleigh, NC

- Successfully established and currently maintain an online marketplace featuring a diverse inventory of custom and premade digital printables including invitations, event signage, and home decor
- Employ SEO strategies to enhance the visibility of listings, resulting in improved search rankings and increased traffic
- Generated over 9400 sales and 850 five-star reviews, reflecting a consistently high level of customer satisfaction and strong client relationships