

EST. 1985

CHRIS CROWL

GRAPHIC DESIGN

EXPERIENCE

Macys.com

Design Manager - Sitewide & Campaign

February 2010 - Present

Accomplishments:

- Elevated the design aesthetic on macys.com while maintaining alignment with national brand.
- Lead Designer on homepages, emails & large campaign marketing initiatives.
- Collaborated with photo art directors on gifting strategy photoshoots.

Tower Laboratories LTD.

Packaging Development Coordinator

January 2005 - February 2010

Graphic Designer / Web Designer

Accomplishments:

- Completed website redesign that garnered higher customer retention.
- Created multiple currently used carton structures.
- Designed product sales collateral that assisted in gaining new business from customers such as Wal-Mart, CVS, Target, Walgreens and more.

FREELANCE EXPERIENCE

Colby Strategic Marketing

Web Design

August 2009 - February 2010

Craig Laliberte Architecture

Identity & Web Design

May 2009 - February 2010

The Ivoryton Playhouse

Web Design and Collateral

June 2008 - February 2010

EDUCATION

Central Connecticut State University

B.A. in Graphic Information Design

January 2005 - December 2008

STRENGTHS

Web Design
Typography
Packaging Design/Development
Branding/Identity/Logo Design
Pre-Print/Print Production Knowledge
Organization/Multi-Tasking

SOFTWARE

Adobe Creative Suite
Microsoft Office
Mac/PC Platforms

CHRIS CROWL

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