



# CRYS ODENKIRK

## Fine Art & Graphic Design

## SKILLS

### Graphic design, layout, and user interface design.

Photo correction/manipulation, vector artwork. Expert knowledge of print and digital layout design, color, and typography. Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Quark Xpress, Canva etc.

**Video production, editing and scripting.** Adobe Premiere, digital photography

**Writing, editing and proofreading.** Excellent written, verbal, and interpersonal communication skills

**Fine art.** illustrations, and production art, primarily digital or ink and watercolor

**Print pre-press.** troubleshooting design issues, digital imposition, manual separation of plate-ready 2- 3- and 4-color layers via both digital and paper

**Project management.** cross-team communication, tracking, budgeting

**Self-motivated.** Comfortable taking initiative in both remote and fast-paced, high-volume environments

### Stakeholder support and client/customer service

Proficient in **Microsoft Office** and basic familiarity with Google Workspace (G Suite)

## WORK EXPERIENCE

### Creative and Freelance Designer

*Self-Employed (May 2022 - Present)*

Original art, writing, and video content across multiple platforms in addition to freelance.

### Sr. Specialist, Store Presentation

*Ross Stores, Inc (September 2016 - April 2022)*

Creation/project management of internal-facing instructional/operational tools that translate merchandising initiatives into executable direction for retail store associates, including monthly merchandising direction updates, diagrams and maps, store merchandising handbooks and other one-off communications and projects. Also budget maintenance, planning, image manipulation, and collaborating with print shop, stores, and buyer teams.

### Graphic Designer and Web Developer

*Contract Work - Some freelance, some through Adecco (May 2012 - May 2022)*

- Created logos for various clients including political candidates, gaming guilds, and small businesses
- Produced written and visual communication, and redesigned a handbook for Ross Stores, Inc
- Worked pre-press for Minted
- Created logos and web designs for Samsa
- Other work: site design, print advertising, business cards, brochures, visual assets, logos, production art

### User Interface Designer & Developer

*Mortgage Guaranty Insurance Corporation: Myers Internet Division (October 2007 - May 2012)*

Interface design on multiple applications. Headed up user-defined templating. Created/presented seminars including "User Interface Design for Business Stakeholders" and "What is HTML?" Tapped as interface designer/consultant for several out-of-department projects including a metrics dashboard, an online mortgage application, an electronic documents delivery/order system, and a lender-facing peer reporting application.

### Web Development Specialist

*OnYourMark, LLC (November 2004 - October 2007)*

Responsible for client websites, including conceptualization, design, programming, customer service, sales and technical support, desktop publishing, search engine optimization and registration, all general webmastering, and documentation.

### Production Coordinator

*Trader Publishing: The Milwaukee Employment Guide (May 2002 - October 2003)*

Graphic design, page and ad layout for The Milwaukee Employment Guide, Today's Careers magazine, Today's Nurse magazine, and all internal and client-facing collateral. Supervised one graphic designer. Dealt with print vendors. Responsible for making our office ratio of paid print to filler top in the company; at no point during my time as coordinator did we exceed one flat of filler in The Milwaukee Employment Guide.

### Design Specialist

*Wisconsin Newspress: The Plymouth Review January 1999 - April 2002*

Created display ads, illustrations and special section layouts for the paper, logos and layout for print customers. Assisted troubleshooting pagination process and outputting paginated pages to film. Handled email duties for the Advertising department. Dealt with format incompatibilities, computer maintenance and pre-print troubleshooting. Trained new people in our design process and often answered computer problems in other departments.

## EDUCATION

### Double Bachelors, Beloit College

in Studio Art and Classical Civilization

## CONTACT

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