

GRAPHIC DESIGN

PUBLICATION | BRAND IDENTITY | DIGITAL MEDIA | TYPOGRAPHY

CHRYSTAL HUNSBERGER

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I have worn many hats during my professional career as a Graphic Designer. Starting off with a design internship at a beloved Children's Science Museum to opening a clothing startup amidst a pandemic. I've worked in typography-focused positions creating whimsical invitations and announcements; to fast-paced, deadline-driven advertising agencies. In all of my varied roles, supervisory or otherwise, communication and accountability have proven to be the key factors to maintaining a successful and trusting relationship in any business for which I have worked. That and lots of Adobe software.

skills + training

BACHELOR OF SCIENCE DEGREE

Art Institute of Fort Lauderdale • 1999 - 2002

GRAPHIC DESIGNER INTERNSHIP

Museum of Discovery and Science • Fort Lauderdale, Florida • 6 mos

volunteering

YEARBOOK CHAIR + DESIGNER

Doss Elementary • Austin, Texas • 3 years

ART + SCIENCE FACILITATOR

Creative Learning Center • Miami, Florida • 3 years

recently

CO-FOUNDER + DESIGNER

Emotional Support Threads • Austin, Texas • Current

Co-created an apparel brand focusing on snarky designs that connect to our audience in an effort to cope with the feelings and emotions during the pandemic. My main role has been establishing and maintaining brand identity, creating a uniform aesthetic that carries throughout all social platforms. Additionally, I've collaborated with community leaders and influencers to create unique designs for profit or charity donations, and ensuring quality service on all levels.

- Design and maintain website, SEO, marketing materials, promotional items, and brand identity to maximize exposure and recognition.
- Strategize on new design and social trends remotely with Florida-based partner.
- Manage budget, payouts, inventory, and campaign successes.

- Adobe InDesign CC
- Adobe Illustrator CC
- Adobe Photoshop CC
- Digital Media
- Canva
- Print Media
- Production Management
- Publication Design
- Typography
- Visual Identity
- Wix, Squarespace + Shopify
- Social Advertising
- Direct Marketing
- Large Format Printing
- Apparel Design
- Brand Identity
- Logo Design
- Slack + ClickUp
- Moderate Spanish

recent experience

FREELANCE GRAPHIC DESIGNER

Pravassa Inc • Remote • 12 years

Contracted to help build the brand and visually communicate client messages nationwide. I have helped the Pravassa brand evolve and grow to an award-winning wellness travel business for over a decade through print and digital media. I've successfully managed multiple projects simultaneously and remotely delivering up to 5+ projects per week.

- Oversee efficient use of a client's design budget, ranging from \$150-\$800.
- Lead design and production efforts that cut costs for clients, often up to 15%.
- Work featured in magazines such as Wander, Travel to Wellness, and Boutique Design.
- Utilize Adobe CC and best design practices to deliver quality work remotely.

GRAPHIC DESIGNER + CANDY SPINNER + PROP SPECIALIST

Fancy Fluff • Austin, Texas • 4 years

Originally hired to create large-scale and durable props for their holiday booth, Fancy Fluff owner Jessica Halich hired me on to work events such as SXSW, Best of Austin, and A Christmas Affair along with many private parties, and weddings. By December of 2019, I was creating miniature cotton candy ornaments, designing product packaging, and working in-person events spinning candy floss.

- Built larger-than-life, light-up cotton candy props and photo booth for Trail of Lights 2017.
- Illustrated new designs for use on both holiday and regular packaging stickers as well as various promotional pieces.
- Maintained business standard level of professionalism while actively engaging and dozens of customers during events.

REMOTE FREELANCE GRAPHIC DESIGNER

Austin, Texas • 4 years

Worked with numerous clients remotely on projects such as designing Bar/Bat Mitzvah logos, jewelry packaging, logo creation, autobiography cover designs, book layouts, photo manipulation, and production assisting.

- Maintained a strong sense of self-discipline to accommodate deadlines and deliver rapid turnaround.
- Excelled in remote project management often without physically speaking to or meeting my clients in person.
- Delivered high quality products for various media usage.
- Follow through ideas from conception to execution.

PROP SPECIALIST + ACTIVITY FACILITATOR

Ms. Cuquis Adventures in a Box • Miami, Florida • 2 years

This started as a volunteer position creating themed-props for a mobile STEAM in-house field trip. Eventually it turned into a part-time position traveling to schools to assist in education through enrichment activities and hands-on animal encounters.

- Fabricated durable, re-usable games, backdrops, observation stations, and art activities for pre-k through 5th grade students.
- Safely handled reptiles, insects, and arachnids with classes of up to 27 students to educate kids on the animals' history and importance in our ecosystem.
- Facilitated science and art activities with large groups of students for learning adventure events.

early experience

PRODUCTION MANAGER + GRAPHIC DESIGNER

Veugeler Design Group • Atlanta, Georgia • 2 years

Tasked with establishing production schedules, trafficking jobs to artists, delivering finished proofs to clients, and checking each job for quality and accuracy. This role required me to become solution-oriented and highly organized; focusing under pressure.

- Promoted to Production Manager within 3 months of joining.
- Managed work flow of creative projects for 10+ clients averaging 60+ daily requests.
- Led a team of 6 on projects ranging from \$200-\$5000+.
- Implemented new trafficking and digital asset management systems improving company-wide efficiency by over 35%.
- Maintained relationships with printers and external partnerships.

PRODUCTION ARTIST

Zimmerman Advertising • Fort Lauderdale, Florida • 2.5 years

Delivered quality design work with the highest attention to detail as quickly as possible. As a production artist in a deadline-driven full-service agency, I learned the value of amicability and flexibility in the workplace.

- Created attention-grabbing advertisements using InDesign and Photoshop.
- Collaborated with copywriters and account coordinators to average 25+ daily job orders.
- Maintained positive, respectful interoffice relationships that resulted in boosted morale and heightened productivity.
- Proven flexibility to shift priorities quickly to meet or beat deadlines.

GRAPHIC DESIGNER + PRODUCTION MANAGER

Atlas Embroidery & Screen-printing • Hollywood, Florida • 1.3 year

Reorganized warehouse to gain a better flow of production for screen-printed orders. My daily jobs included that of a shipping/receiving manager, graphic designer, production manager, and customer service representative.

- Employed creative and technical skills using Adobe Illustrator and CorelDRAW to create print-ready vector art, often from client sketches.
- Implemented warehouse receiving system that increased organization and productivity by +12%.
- Consulted with clients on local and national levels to discuss potential projects.
- Learned new program to assist in vectorizing files for embroidery.

references

LINDEN SCHAFFER

Pravassa Founder • linden@pravassa.com

JESSICA HALICH

Fancy Fluff Owner • jessica@fancyfluffatx.com

DEENA LANG

Emotional Support Threads Co-Owner • deena4236@gmail.com

fun facts

- I was an outreach birth doula in Miami and helped welcome 12 new souls into the world from 2016-2017.
- I craft costumes and learned face-painting to make such things as a baby gryphon costume, a werewolf, a blue and gold macaw toddler costume, a female orc, and an extra from They Live!