


# Crystal Čalić

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## Summary

Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies, and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 8 years of industry success.

## Experience



### Lead Designer & Marketing Strategist (Remote)

Egan Legacy Partners

Jul 2019 - Present (2 years 9 months +)

- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Designed website layouts, templates, and unique branded looks.
- Developed print materials such as brochures, banners, and signs.
- Created digital image files for use in digital and traditional printing methods.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.



### Design Specialist

Crystal Calic Design

Jan 2014 - Present (8 years 3 months +)

- Consistently stayed under client's budget for projects.
- Prepared original and relevant options for clients suitable to individual requirements.
- Developed design deliverables that elevated, differentiated, and functioned on-brand and on-strategy.
- Obtained approval of concepts by submitting rough drafts to management or to client.



### Senior Graphic Designer

Retail West, Inc.

Nov 2018 - Jun 2019 (8 months)

- Coordinated, created and scheduled content, designs, and periodic updates to company website.
- Developed creative design for print materials, brochures, banners and signs.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.



### Assistant Creative Director

Ink.Academy

Jun 2018 - Jun 2019 (1 year 1 month)

- Fostered highly communicative, collaborative team culture on visual product projects.
- Developed strategic communication and marketing plans.
- Managed social channel content strategy and calendars to drive engagement.

- Carefully prepared design layouts into prepress files for offset, web and digital printing.



## Graphic Designer

Self-Help Federal Credit Union

May 2017 - Nov 2017 (7 months)

- Developed display, marketing and packaging materials to support product branding strategies.
- Developed creative design for print materials, brochures, banners and signs.
- Coordinated, created and scheduled content, designs and periodic updates to company website.



## Graphic Designer

Montclair Veterinary Hospital

Apr 2016 - May 2017 (1 year 2 months)

- Managed social channel content strategy and calendars to drive engagement.
- Coordinated, created and scheduled content, designs and periodic updates to company website.

## Education



### Academy of Art University

Bachelor of Fine Arts (BFA), Animation, Interactive Technology, Video Graphics and Special Effects

2010 - 2014



### Modesto Junior College

Associate of Arts - AA, Art

2007 - 2010

Achieved the maximum amount of credits required to transfer to Academy of Art University.

## Skills

Concept Design • Illustration • Photoshop • Adobe Creative Suite • Making Deadlines • Layout Design • Web Design • WordPress • Social Media Marketing • Team Building

## Honors & Awards



### Character Counts Award - Center for Human Services

Aug 2006

Received for the following characteristics:

Respectful, Caring, and Responsible



### Student - Scholarships

Sep 2013

received full scholarship for both summer and fall semester of 2013