





CRYSTAL FELDMAN

GRAPHIC DESIGN ARTIST

CONTACT

-  415-531-9719
-  radiantflow@gmail.com
-  www.crystalfeldman.com
-  El Cerrito, CA 94530

SKILLS

Proficient in Adobe Creative Suite:
Photoshop / InDesign / Illustrator
Google Workspace
Microsoft 365
Zoom
Dropbox
Slack
Harvest
Monday.com

EDUCATION

BS, Graphic Design

Full Sail University

2010-2012

Visual Arts Bachelor of Science
Graphic Design Concentration

Photoshop, Indesign & Illustrator Advanced

Learnit

2005-2006

Advanced skills with Adobe Photoshop,
InDesign and Illustrator.

AAS, Photography & Psychology

Rose State College

1993-1997

Associate in Applied Science
Photography / B&W film processing
Concentration

PROFILE

Experienced creative professional with a fast-paced, design agency background. Specializing in creating original and impactful concept development, graphic designs, and illustrations for both digital and print media as well as packaging and production. Strong attention to detail and excellent time management skills; resourceful, well organized, and able to work on multiple projects at the same time while meeting strict deadlines.

WORK EXPERIENCE

Graphic Design Artist

VehicleSF, LLC 2021-Present

- Develop print-ready, in-store POP signage, merchandising directives, and sell sheets for retail giant Ariat International, ensuring brand consistency and impactful visual communication.
- Conceptualize and execute print and digital ad campaigns for diverse agency clients such as Arcade Belts, Harley-Davidson, Ariat, Marin County Bicycle Coalition (MCBC), and Mid Market Community Benefit District, driving brand awareness and engagement.
- Play a pivotal role in the creation of comprehensive brand guidelines, facilitating clear and cohesive brand representation across various channels.
- Collaborate closely with cross-functional teams and clients to understand project requirements, deliver creative solutions, and exceed client expectations.
- Leverage expertise in design software including Adobe Photoshop, Illustrator, and InDesign to produce high-quality designs that effectively communicate client messaging and objectives.

Packaging / Production Designer

RH (Restoration Hardware) 2017-2020

- Led packaging design efforts for renowned brands under RH, including RHModern, RHBaby&Child, and RHTeen, ensuring consistent and visually appealing packaging solutions across all product categories.
- Produced artwork for various collateral such as hang tags, insert cards, swatch cards, and labels, maintaining brand integrity and accuracy throughout the production process.
- Utilized advanced algorithms to streamline the creation of in-store signage, optimizing efficiency and accuracy in print production.
- Fostered relationships with cross-functional partners and vendors, facilitating smooth collaboration and ensuring seamless execution of design projects.
- Played a key role in maintaining high standards of quality and consistency in packaging and production design, contributing to the overall brand image and customer satisfaction.

CRYSTAL FELDMAN

GRAPHIC DESIGN ARTIST

CONTACT

- 415-531-9719
- radiantflow@gmail.com
- www.crystalfeldman.com
- El Cerrito, CA 94530

EXPERTISE

- Print & Digital Media
- Packaging Design
- Apparel Graphics
- In-Store Signage
- Retail Displays
- Mass Production
- Concept Development
- Illustration
- Image Editing
- Draping
- Typography
- Styling
- Trend Analysis
- Presentations
- Creative Problem Solving
- Attention to Detail
- Cross-functional Collaboration
- Time Management
- Client Communication

REFERENCES

Trev Yoder / RH

Senior Director, Brand Packaging

- 415-845-4065
- yotrev@gmail.com

Julia Sanders / VehicleSF

Account & Project Manager

- 415-271-3896
- juliasanders415@gmail.com

WORK EXPERIENCE

Graphic Designer / Illustrator

Obscura Digital 2017-2018

- Conceptualized and designed a captivating semi-permanent collection of seasonal scenes for nightly projection onto the facade of the iconic San Francisco Conservatory of Flowers in Golden Gate Park.
- Created visually stunning and immersive visual experiences that delighted audiences and enhanced the ambiance of one of San Francisco's most cherished landmarks.
- Utilized advanced design techniques to ensure seamless integration of the projections with the architectural features of the Conservatory, maximizing impact and engagement.
- Played a pivotal role in enhancing the cultural and artistic landscape of San Francisco through innovative and visually striking design solutions.
- Illustrated the faces of pioneering female scientists, seamlessly integrating them into the existing art painted on the ceiling of the Grand Central Terminal.
- Collaborated with Obscura Digital, GE, and BBDO to unveil "Unseen Stars", a groundbreaking project celebrating the contributions of women in science, displayed on the iconic ceiling of NYC's Grand Central Terminal.
- Contributed to a significant and timely message of gender equality and recognition of women's achievements in STEM fields, reaching a broad audience through a prominent public platform.
- Played a key role in highlighting the importance of diversity and representation in science, sparking conversations and promoting inclusivity in historically male-dominated fields.

Graphic Designer

Levi Strauss & Co. 2002-2007 / 2008-2009

- Researched and conceptualized design concepts for graphic tops, catering to diverse consumer segments, aligning with LS&Co.'s brand identity and evolving market trends.
- Achieved record sell-throughs while effectively adapting to organizational shifts.
- Created inspiring presentations that effectively conveyed the team's vision for seasonal platforms, facilitating alignment and buy-in from key stakeholders.
- Designed a wide range of graphics including seasonal, core, and premium t-shirt graphics, labels, buttons, and sundries, contributing to the overall brand aesthetic and product differentiation.
- Managed the end-to-end process of freelance resources, from generating briefs, giving feedback on art, to obtaining legal clearance for all artwork, and ensuring compliance with brand guidelines.
- Prepared artwork for mass production with meticulous attention to detail. Ensuring accurate sizing, color separations, and schematics to guarantee accuracy and consistency.
- Cultivated strong cross-functional partnerships with merchandising, product development, and legal teams, fostering clear communication and alignment to drive successful product launches.
- Created stylized presentations and lookbooks for licensees and affiliates, showcasing product offerings and enhancing brand visibility in the market.
- Traveled internationally to oversee production processes and gather seasonal fashion inspiration, enhancing product quality and staying abreast of industry graphic trends.