

# Crystal Fulinara

## UX/UI DESIGNER

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10+ years of design experience and demonstrated history of working in the marketing, tech, and real estate industries. Passionate about creating emotional connections through design, applying research and problem-solving skills towards creating human-centered products with social impact.

### PORTFOLIO

crystalfulinara.com

behance.net/crystalmfulinara

### TOOLS

Adobe XD

Photoshop

Illustrator

InDesign

Dreamweaver

HTML5/CSS3

Bootstrap Framework

Microsoft Office

InVision

### UX SKILLS

User Research

Wireframing

Prototyping

Information Architecture

Personas

Journey Mapping

Usability Testing

### EDUCATION

UX Design Certification

CareerFoundry

2019 - 2020

B.S. in Digital Media Arts

Minor in Art History

Canisius College

2008 - 2011

General Art Studies

Genesee Community College

2007 - 2008

### AWARDS

Value Builder, 2016

Employee of the Year, 2013

Employee of the Month, 2013

2nd Quarter Top Performer, 2013

### HOWARD HANNA REAL ESTATE SERVICES

#### Web Designer, 2017 - Present

Maintains company website and microsites, conducts mobile app testing  
Helps with front-end development, designs webpage mock-ups and codes eCards  
Researches and tests platform and tools for internal team project implementation  
Helped with company responsive website launch in 2017

#### Graphic Designer, 2016 - 2017

Created marketing materials for real estate agents and company branding  
Designed custom websites, brochures, postcards, flyers, email signatures, and ads

#### Web Administrator and Trainer, 2015 - 2016

Maintained and updated company website, provided IT and domain support,  
resolved support tickets, taught classes for open computer labs and trained real estate agents on internal software programs

### HEARST MEDIA SERVICES

#### Web Designer, 2014 - 2015

Designed websites in proprietary CMS platform, created custom logos, designed custom website mock-ups for national and international clients, completed edits and revisions to in-progress design proofs and live websites

#### Web Project Coordinator, 2013 - 2014

Coordinated the workflow of web design projects between web developers and clients, communicated directly to international sales representatives and international clients, gave one-on-one training to international clients on web-based products

#### Design Coordinator, 2012 - 2013

Designed websites, stand-alone mobile websites and landing pages  
Trained coworkers and international vendors on digital products

#### Digital Optimization Analyst, 2011 - 2012

Set up social media campaigns, wrote custom Facebook ad proposals and blogs

### ERIC MOWER AND ASSOCIATES

#### Buffalo Creative Intern, 2010

Made design updates to in-progress jobs for professional clients such as Roswell, Lactalis, SPCA, and the Buffalo History Museum

### CLUBS AND VOLUNTEER WORK

Kevin Guest House, Volunteer Designer, 2015 - 2017

ADDY Awards, Work Volunteer, 2011

AAF Buffalo, Student Member, 2010 - 2011