Christian Cruz D.
christian@simpleshape.me
214.727.8167

EXPERIENCE

STAKEFISH
August 2021 - January 2023
Graphic Designer:
I was responsible for assisting in the development of visual assets for internal and external campaigns, social media, and events related to the blockchain environment.

CBRE
October 2019 - July 2020
UI/UX Designer:
I worked on a contract project to redesign a responsive desktop application and set up the direction of future features with user testing, wireframes, workflow diagrams and high-fidelity mockups.

Thinkful
January 2019 - January 2020
Technical Expert:
As part of Thinkful's mentoring team I was responsible for coaching several students of the Design track on principles of design, user centered design processes, and front-end development skills.

Copart
October 2017 - 2019
UI UX Lead:
As the first designer to be part of the IT team, I introduced them to Design Driven Development and established a design system to build consistent applications. I was also in charge of designing collaterals including wireframes, UI elements and prototypes. Learned and practiced Scrum and Agile methodologies.

Budgit
January 2017 - August 2017
Head of Design:
Responsible for defining the brand as well as building the user experience and interface of the product through research, user flows, wireframes and other assets. I also Assisted with the front-end development of the consumer facing website.

AarsWells
October 2015 - December 2016
Senior Art Director:
Juggled multiple projects for both print and digital jobs including branding, web design, and editorial.

Dieste
April 2014 - September 2015
Senior Digital Art Director:
Responsible for the creation and execution of interactive media including email newsletters, banner campaigns, and social media for AT&T's Hispanic market.

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EXPERIENCE (continued)

JWT
May 2013 - April 2014
Digital Art Director:
Co-worked with a team of creatives on digital campaigns, brainstorming and producing graphic assets for websites and social media including clients such as Ford, Ritz, and Banco Popular of Puerto Rico.

EDUCATION

Spring 2016
Code Immersion (HTML, CSS, Javascript, Ruby on Rails)
at Tech Talent South, Dallas

2005 - 2007
BFA in communication design
Parsons the School for Design, New York, US

2003 - 2005
AAS in communication design
Altos de Chavón The School of Design, Dominican Republic

2002 - 2003
Advertising at UNIBE, Dominican Republic

SKILLS

• Sketch, Figma & InVision for mockups and prototyping
• Zeplin for handling assets to developers
• Usability testing and A/B testing
• Photoshop for assets, presentations, and image manipulation
• Illustrator for wireframing, vector assets, illustrations
• InDesign for editorial design and presentations
• Blender for 3D modeling and animation of assets.
• HTML5 - CSS3 for front-end development
• Bootstrap and Foundation for rapid prototyping
• Javascript for front-end development
• jQuery for front-end development
• Ruby on Rails for back-end development
• Fluent in Spanish, English, and French