

# KRYSTLE SWAVING

skoolhaus.com  
kswaving@gmail.com  
310.487.1060

## SOFTWARE & SKILLS

Illustrator CC  
Photoshop CC  
InDesign CC  
Acrobat CC  
Sketch  
Keynote  
Microsoft Word  
Wordpress

## ABOUT ME

Designer  
Illustrator  
Chocolate fan  
People watcher  
Angeleno  
Random tchotchke collector  
Hamburger lover

## INTERESTS

Discovering Los Angeles  
Disneyana  
Traveling  
Enjoying afternoon tea

## PROFILE

Highly creative digital designer with 7+ years experience in marketing, UX design, and elegant visual design skills. Able to take business goals and create stellar design solutions. Strengths include time management and proven ability to ensure deadlines.

## WORK EXPERIENCE

Trina Turk | Alhambra, CA  
*Content Operations Manager, 2016 - 2016*

Managed the overall website production cycle for seasonal collections. Foster relationships with buying team, copywriters, designers to ensure timely deliveries of assets.

- Scheduled collection launches and site initiatives for trinatürk.com and mrtürk.com
- Ensured the successful organization of all sample merchandise received for photo shoots, from vendor delivery to product quality check

M-GO | Culver City, CA  
*Digital Designer, 2013 - 2016*

Lead designer for marketing team where core responsibilities included designing biweekly newsletters and implementing a formal design process. Supervised production designer for day to day digital graphical elements across website, mobile, and TV applications.

- Developed the strategy of all on-line marketing campaigns for Samsung, ROKU, and NewEgg partnerships
- Designed the marketing campaign for Winter Wonderdays which resulted in 96.6k new visitors to mgo.com

Fandango | Santa Monica, CA  
*Visual Designer, 2012 - 2013*

Supported product team and ad sales team to execute and design multi-platform and cross platform applications.

- Curated content and designed the Valentine's Day Movie Night campaign which brought 37k visitors during the first week of launch
- Performed design reviews with engineering to ensure web and mobile design implementation met expectations

ABC Family Digital Media | Burbank, CA  
*Designer, 2010 - 2012*

Conceptualized innovative advertising experiences and product features relevant to ABCF programming and tent-pole events such as 25 Days of Christmas.

- Lead designer for custom sponsorships which included Xbox, Glade, Target, Sears and Disney synergy partners
- Worked with the product development team to improve the user experience flow for user profile pages

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## WORK EXPERIENCE (CONTINUED)

ABC Digital Media | Burbank, CA

*Associate Designer, 2006 - 2010*

Designed microsites for shows such as *Dancing with the Stars*, *Ugly Betty*, and *Lost* on ABC.com

- Acted as *Dancing with the Stars* liaison between video producers, web developers, and sponsorship producers
- Oversaw and art directed the development of the animation short, "Kringle Academy" based on Disney's *Prep and Landing*

Big Interactive | Santa Monica, CA

*Production Designer, 2005- 2006*

Assisted designers and creative director with designs and layouts of print and web assets

- Prepared image and content updates on FXNetwork.com using existing templates
- Created visual proposals of marketing program concepts

## EDUCATION

Loyola Marymount University | Los Angeles, CA

B.F.A. in Animation, 2005

Minors: Studio Arts and Asian American Studies