



CRYSTAL JERNIGAN

GRAPHIC DESIGNER

EDUCATION

RADFORD UNIVERSITY 2011-2014

Bachelor of Fine Arts,
Graphic Design

LORD FAIRFAX CC 2008-2010

Associate of Arts and Sciences,
General Education

YOU CAN FIND ME AT

Severna Park, MD 21146
540.630.1803

hello@crystaljernigan.com

WWW.CRYSTALJERNIGAN.COM

EMPLOYMENT & EXPERIENCE

CJERNIGAN DESIGN | SEVERNA PARK, MD

Freelance Graphic Designer, 2021-Present

- Works with multiple businesses and brands on a wide variety of design jobs. Including: Trade Show Displays, Posters, Stationary, Logos, Email Marketing (Mailchimp & Klayvio), Website Edits (Squarespace, Shopify)
- Social Media content creation and management (Instagram, Facebook, Pinterest)
- Create and manage all invoicing/billing
- Uses sales tools to acquire new clients

BC DESIGN HAUS | PASADENA, CA

Full-Time Graphic Designer, 2021-Present

- Works closely with team members to deliver successful concepts for projects and then execute them in a quality, timely and cost-effective manner.
- Works closely with team members to brainstorm and execute against developed strategies, creative briefs, expectations, and goals to ensure that deliverables achieve the desired results.
- Work on a wide variety of design pieces based on client needs. Including but not limited to: Packaging, Website Design, Digital Assets, as well as production work.

MAINE COTTAGE | ANNAPOLIS, MD

Contract Graphic Designer, 2020-Present

Full-Time Graphic Designer, 2018-2020

- Work with the Creative Director and Merchandising Director to design and implement cohesive brand and promotional email campaigns targeting both the retail and trade segments of the Maine Cottage customer list.
- Create and manage online homepage sliders and display ads
- Update and create specialty landing pages to increase time-on-site, click-through, and overall site-engagement
- Work with Merchandising Director to ensure new product imagery featured in catalog is cut, edited, and uploaded online prior to catalog drop
- Create, plan, and post assets to social media channels
- Assist Creative Director with the layout of Maine Cottage Catalogs

STRATEGIC FACTORY | OWINGS MILLS, MD

Full-Time Graphic Designer, 2020-2021

- Developed a wide variety of design concepts based on client needs
- Designed internal marketing materials
- Worked collaboratively with the creative managers and team members
- Set-up and prepared files for print production

TRADESHOWDIRECT | HARRISONBURG, VA

Graphic Designer, 2014-Present

I work with clients to design a variety of trade show displays and marketing materials that meet their needs and objectives. I am responsible for proofing and preparing all art for production.

- Creating templates for various displays
- Managing social network accounts: posts, graphics, ads
- In-House design: newsletters, website, product graphics
- Communicating with vendors and approving art.

AWARDS

STUDENT ADDY JUDGES' CHOICE | AAF ROANOKE | 2015

Sales Promotion-Packaging Campaign-Cafe Bella

STUDENT ADDY GOLD | AAF ROANOKE | 2015

Sales Promotion-Packaging Campaign-Cafe Bella
Collateral Material-Publication Series-10 Places NYC

STUDENT ADDY SILVER | AAF ROANOKE | 2015

Collateral Material-Publication Series-Cat Yoga

STUDENT ADDY SILVER | AAF ROANOKE | 2015

Collateral Material-Publication Series-Cat Yoga

RU GRAPHIC DESIGN SHOW | RU AIGA | 2014

Silver - EndTimes Book Cover
Honorable Mention - Royal Ice Cream Packaging
Honorable Mention - Cat Yoga Magazine Spreads

RU GRAPHIC DESIGN SHOW | RU AIGA | 2013

Judges Choice - The Velveteen Rabbit, Theatre Poster
Gold Typography - Fold Out Winnie the Pooh Booklet
Silver Typography - Cherokee Peacock Poster
Honorable Mention - Instagram Book

STUDENT ADDY SILVER | AAF ROANOKE | 2013

Collateral Material-Publication Design Entire Book -Instagram