



# CLARISSA CROSBY

GRAPHIC + WEB

t: 403.899.5477

in: /clarissacrosby

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## SKILLS + ABILITIES

PHOTOSHOP	<div></div>
HTML	<div></div>
CSS	<div></div>
JAVASCRIPT	<div></div>
ILLUSTRATOR	<div></div>
INDESIGN	<div></div>

## PROFESSIONAL SUMMARY

Graphic and web designer with 12 years of corporate experience in graphic communication, web development and digital marketing. Experience in all stages of design, coding, and testing of websites, and in the formation, planning, analysis and implementation of online business ventures.

## EDUCATION

Diploma in Web Design & Interactive Media - The Art Institute of Vancouver – Vancouver, BC

Bachelor of Commerce in Marketing & Human Resource Management and Industrial Relations - Saint Mary's University – Halifax, NS

Certificate of Human Resource Management - Saint Mary's University – Halifax, NS

## PROFESSIONAL EXPERIENCE

### Casual Instructor, Curriculum Developer - Southern Alberta Institute of Technology (SAIT) – Calgary, AB

- § Developed course content and facilitation for the following programs: New Media Production and Design, Graphic Communications and Print Technology.
- § ADaPT Program Workshop Lead (Adobe Illustrator and Infographics).
- § Wrote and designed course schedules, outlines, assessments, slide shares and facilitation guides for the Graphic Design certificate program.

### Visual Communications Instructor - Alberta University of the Arts (AUArts) – Calgary, AB

- § Prepare course content and Instruction for the following courses: Foundations of Visual Communication.
- § Provide timely and accurate student feedback and assessments.

### Graphic & Web Design Instructor – Visual College of Art & Design – Calgary, AB

- § Provide timely and accurate student feedback and assessments.
- § Prepared course content and instruction.

### Digital Marketing Coordinator – ABM College – Calgary, AB

- § Develop and manage strategies for online lead generation.
- § Developed and managed highly effective digital campaign strategies to drive online traffic.
- § Tracked, monitored and evaluated the success of online/digital marketing campaigns.
- § Maintained and updated website content.

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## Volunteer + awards

- § Best of show Award for Web Design and Interactive Media - Art Institute of Vancouver Portfolio Show.
- § Ladies learning Code - Technical Mentor Wordpress Session

## PROFICIENCIES

- § Quality assurance performance and reliability.
- § Work in teams under direction of a team leader.
- § Highly detail-oriented
- § Web performance analysis using google analytics
- § Adobe Creative Cloud including Photoshop, InDesign,
- § Illustrator and Premiere Pro
- § Ability to update multiple tasks simultaneously.
- § Strong analytical and problem-solving skills.
- § Ability to work under pressure and meet tight
- § deadlines.
- § Demonstrated ability to collaborate with content
- § providers & stakeholders.
- § Superior written and verbal communication skills

## EXPERIENCE cont...

### Digital Product Specialist - Distribution Now – Calgary, AB

- § Collaborated with the Global eCommerce team to execute eCommerce and digital marketing strategies to maintain standardization and consistency.
- § Created, maintained, and optimized product content for eCommerce catalog products.
- § Implemented content optimization and Search Engine Optimization strategies.
- § Performed quality analysis assessments for consistency, quality and credibility.
- § Optimized product images for product pages.
- § Wrote standards for product optimization and auditing processes.

### Senior Web & Graphic Designer - Metalsmiths Sterling – Edmonton, AB

- § Web design and development for external and internal websites.
- § Created homepage promotions based on stakeholder requests.
- § Maintained daily operations using the Shopify platform.
- § Created digital marketing campaigns to increase social media followers and email subscribers.
- § Managed social media accounts: Facebook, Twitter, Instagram and Pinterest.

### Web Designer - The Brick Group - Edmonton, Alberta

- § Developed online content such as homepage assets, banners and landing pages using HTML, CSS and Graphic Design.
- § Created promotions for thebrick.com homepage based on stakeholder requests.

### Front End Developer - Dalhousie University - Halifax, NS

- § Front End web development on the Better nights, Better Days web application.
- § Developing online content using HTML5, CSS3, J Query, JavaScript and Graphic Design.
- § Editing Web Application based on client requests.
- § Print Production Artist - Best Buy Inc October 2010 – February 2013 - Burnaby, British Columbia
- § Produced and updated in-store promotional signage in accordance with brand standards.
- § Developed and evolved signage templates to aid in future production.
- § Used layout and design skills to produce various print creative projects.