

CHRIS CRUZ

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EXPERIENCE

Freelance Art Director

Art Director – Apr 2016-Present

Art Direction & Web Design for studios, agencies, and in-house product design.

Harry's

Digital Designer – Dec 2015-Apr 2016

Tasks include: UI Design and Concepting to improve both retention and conversion, wireframing, prototyping, & user-testing.

Critical Mass

Designer – Aug 2014-Sep 2015

Main duties included conceptual & functional UI work— but also did prototyping, UI animations, and brand identity design.

Domani Studios

Interactive Art Director – Jun 2016-May 2017

Art Direction & Web Design for interactive, digital experiences and products.

Matte Black Studios

Design Lead – May 2012-Sep 2015

Lead art direction, web design, and UX on various clients with projects ranging from site overhauls to company branding to environmental design.

SapientRazorfish

Jr. Designer – May 2013-Aug 2014

Assist my teams with web design, typography, and strategic needs.

EXPERTISE

Design & Typography
Interaction Design
UX
Motion Design
Front-End Coding

SOFTWARE

Sketch
PS, AI, INDD, AFX
Axure PR, Invision, UXPin, Pixate
UI Animation
Illustration