

# CHRIS CRUZ

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## EXPERIENCE

### Freelance Art Director

Art Director – Apr 2016–Present

Agencies include: Elephant, R/GA, Havas, Mullen  
Lowe Profero, & Matte Black Studios

### 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.

### BBH (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, IA, XD  
Motion Design  
Front-End Coding

## SOFTWARE

Sketch  
PS, AI, INDD, AFX  
Principle, Invision, etc..  
UI Animation  
Illustration